

FORMERLY THE SPICE MILL

# COFFEE & TEA INDUSTRIES

*and The Flavor Field*

80th YEAR

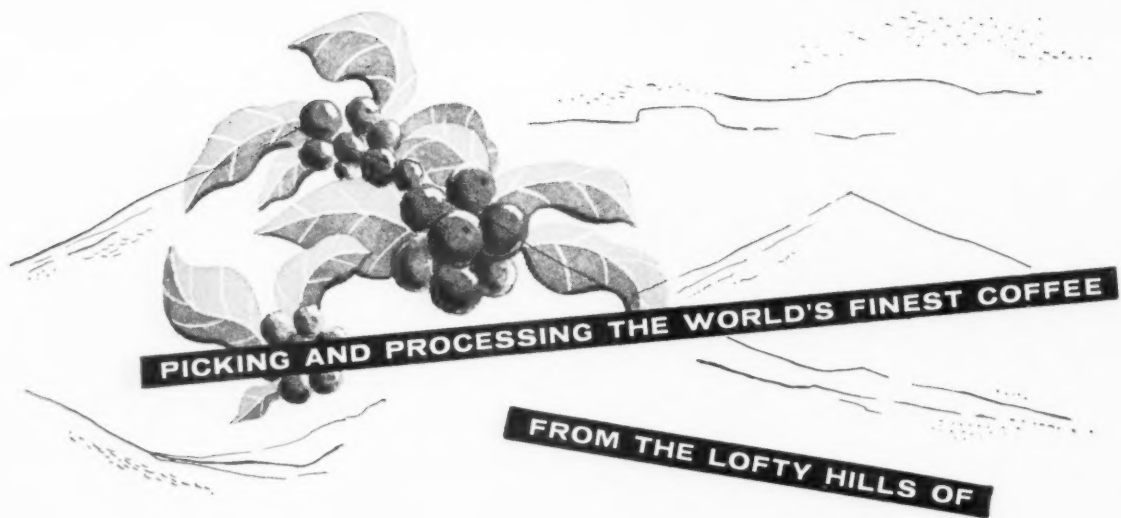
AUGUST, 1957

C. E. BICKFORD & CO.  
COFFEE BROKERS  
AND AGENTS

*Since 1886*

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120 Wall Street

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427 Gravier St.



# COLOMBIA

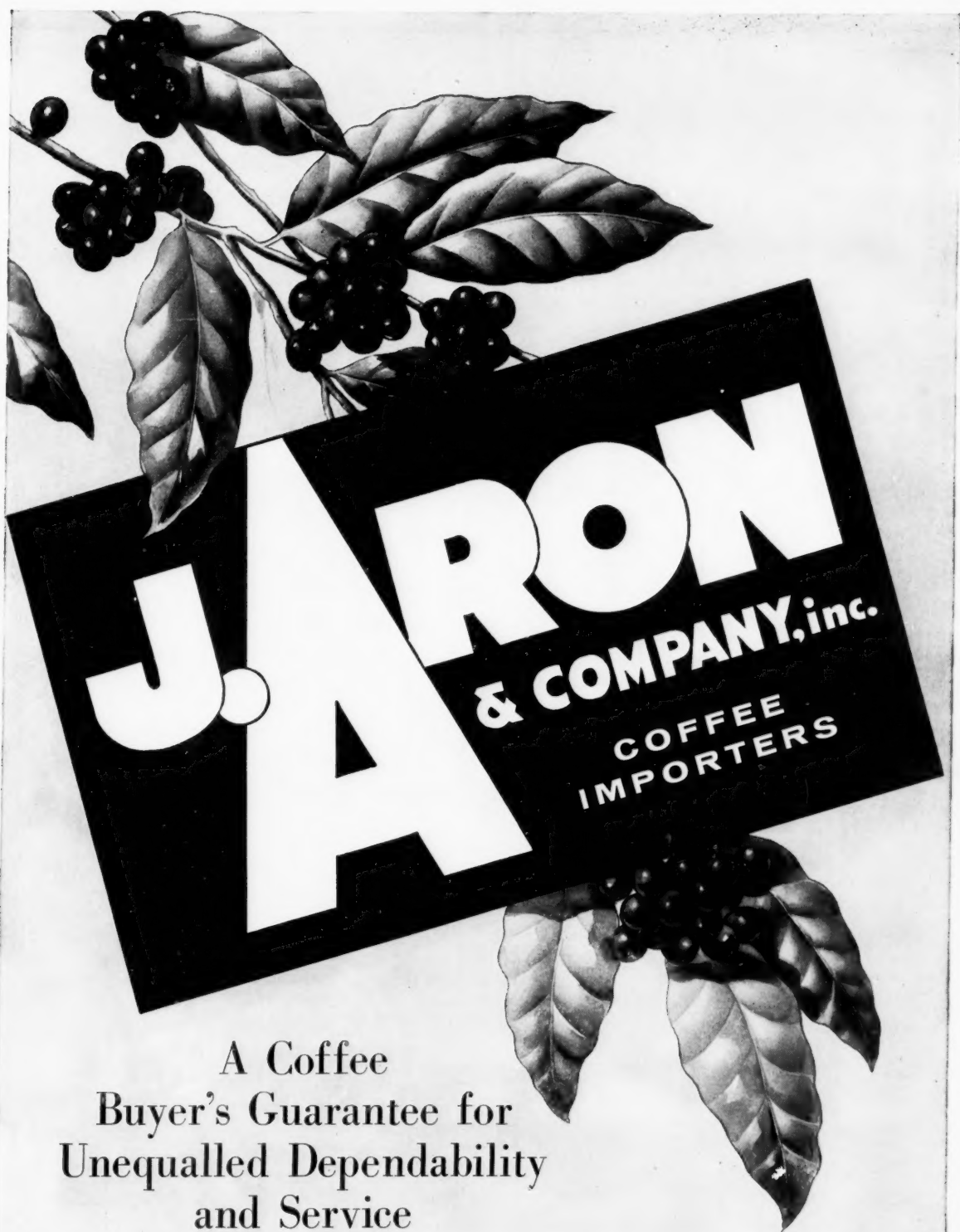
FOR THE COFFEE PLEASURE OF AMERICA



**NATIONAL FEDERATION OF  
COFFEE GROWERS OF COLOMBIA**

120 Wall Street • New York 5, N. Y.

Member of Pan American Coffee Bureau



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*Coffee Importers and Agents*






# "TASTE MATES" COFFEE AND DONUTS PROFIT MATES, TOO!

going steady!  
coffee and donuts

**"TASTE MATES"**



- 1.** COFFEE BUTTON, most simply made by frosting cream on top of good hot coffee, in the party bowl with donuts! Or use whipped cream to make it Continental "Coffee Vaseline"!
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**HINT:** COFFEE AND DONUTS GO TOGETHER, mixing all kinds of coffee and all kinds of donuts — they're "Taste Mates" at breakfast, at any "Coffee-break" or for parties. They must be fresh!

**GOOD COFFEE...  
EVERY TIME!**



1 or 1 standard  
coffee measure (2 level  
measuring tablespoons) of  
coffee for each cup of fresh cold water. Time the  
brewing exactly! Delicious — always!

**PAN-AMERICAN COFFEE BUREAU**  
120 WALL STREET, NEW YORK 5, N.Y.  
Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • Ecuador • El Salvador • Guatemala • Honduras • Mexico • Venezuela  
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In October, the Pan-American Coffee Bureau joins forces with the Donut Corporation of America in a nationwide promotion of coffee and donuts. This natural combine of "Taste Mates" can also be a natural dual-powered business-builder for your brand. The Ladies' Home Journal for October will carry the full-color advertisement shown here to a circulation of more than 5,000,000. Tie in with your own advertising—and by using the promotional pieces listed below. *Each one can be imprinted with your own brand.*



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**DCA FOOD INDUSTRIES, INC.**

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J

Please send me the following full color "Taste Mates" Promotional Materials:

Quantity	No Imprint	With Imprint
( - ) TM-4: Button Hole Tag, 5" x 5"—a "dangler" when mounted on 2 sides. <i>Shown above.</i>	\$2.50 per 100	\$6.50 for 100 \$3.75 for Add'l 100's
( - ) TM-1: Window Poster, 17" x 11"	\$6.00 per 100	\$10.00 for 100 \$7.25 for Add'l 100's
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( - ) TM-2: Counter Apron or Shelf Talker, 12" x 14" with 4" blank fold	\$4.50 per 100	\$8.50 for 100 \$5.75 for Add'l 100's
( - ) TM-3: Restaurant Poster, 11" x 14" Soft Sheet	\$6.00 per 100	\$10.00 for 100 \$7.25 for Add'l 100's

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IS THE TIME TO

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THEY ARE SWEET AND THEY  
WILL BRING DOWN THE COST  
OF YOUR BLENDS

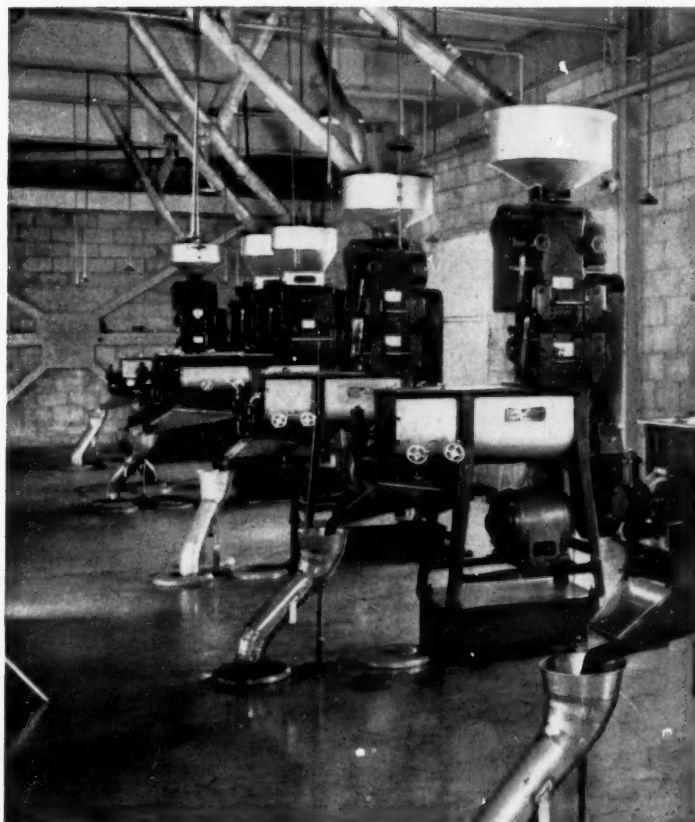
# JUNTA<sup>de</sup> EXPORTAÇÃO<sup>do</sup> CAFÉ

HEAD OFFICE: RUA AUGUSTA - 27 - LISBON - PORTUGAL

D. SARALVA

Coffee & Tea Industries and The Flavor Field, published monthly by the Spice Mill Publishing Company, 106 Water St., New York, N. Y. Subscriptions \$4.00 a year, 50 cents per copy, August 1957, Vol. 80, No. 8. Reentered as second class matter June 22, 1955, at the Post Office at New York, N. Y., under the Act of March 3, 1879.

# GUMP COFFEE GRANULIZERS



## *a perfect grind every time*

Because consistently uniform grinds to specified sieve analysis are so important to brewing good coffee, most of the trade have chosen Gump Coffee Granulizers exclusively for their grinding equipment. An experienced user says, "In every grind our Gump Granulizer turns out the most perfect work we have ever seen." Now, with Style "E" Granulizers, it's easier than ever to please your customers with a perfect grind, every time.

A new micrometer type adjustment of grind settings permits such ultra-minute control that it provides practically a limitless choice of granulation sizes. Nor can the grind setting slip while the Gump Granulizer is in operation. The grind you select will be held exactly—and, of course, can be reproduced at any time. Even the strict specifications for vending machine grinds can be consistently maintained. And, as the grinding rolls begin to

wear from normal use, a simple adjustment—no tools—compensates for the wear.

Other Style "E" advantages that will help you produce cool, clean-cut, consistently uniform grinds more profitably include: cooler grinding; less "build-up" of coffee behind grinding rolls; sectional grinding head; and easier inspection, cleaning and maintenance.

With Style "E" Gump Coffee Granulizers you will find it easier than ever to produce the "perfect grinds" that help sell more coffee, more profitably. Write for details and quotation on the model that meets your requirements.

### **To Gump Coffee Granulizer Users:**

Style "E" Exchange Grinding Heads are available for all model Gump Coffee Granulizers. Make the next Exchange Head a change to Style "E".



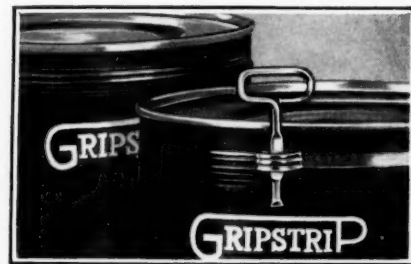
AUGUST, 1957

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—Engineers and Manufacturers Since 1872—

GUMP RAY-NOX COFFEE ROASTERS • GUMP COFFEE GRANULIZERS • IDEAL GREEN COFFEE CLEANERS  
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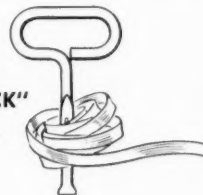


**PRESSURE PACK AND  
VACUUM PACK**

**BECAUSE IT OPENS EASIER!**



**NO MORE  
"OFF-TRACK"  
RIP STRIPS**



## CONTINENTAL COFFEE CANS WITH SELF-TRACKING **GRIPSTRIP®**

**NEW! For instant coffee Savorlock Cans**

Vapor barrier seal and lock top for supreme flavor freshness

Extra flavor protection! Savorlock's lock top provides positive reseal throughout use of coffee. Two and six oz. sizes, colorful lithography, easier stacking and display.

Coffee customers look for Continental coffee cans with Gripstrip because self-tracking Gripstrip cans open easier, every time, without annoying "off-track" rip strips. Your coffee will sell better in Continental pressure pack or vacuum pack cans with Gripstrip. And your entire packing operation will benefit from Continental's personalized service. Individual research assistance from Continental experts will help you solve any packing problem, from closing machine maintenance to plant layout. For the best in coffee cans and coffee can service, call Continental today.

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**CONTINENTAL  
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Eastern Division: 100 E. 42nd St., New York 17  
Central Division: 135 So. La Salle St., Chicago 3  
Pacific Division: Russ Building, San Francisco 4

COFFEE & TEA INDUSTRIES and The Flavor Field



## YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

### 8—GRANULATORS

This four-page bulletin with pictures and specifications on a new line of coffee granulators. The bulletin describes capacity and dimensions, special finishing rolls, operation and maintenance, replacement heads, etc. Jabez Burns & Sons, Inc., 11th Ave. at 43rd St., New York City.

### 9—MODERN FILLING MACHINES

A four-page illustrated folder describes a complete line of modern filling machines and packaging machinery for virtually any of your needs. Stokes & Smith Co., 4962 Summerdale Avenue, Philadelphia 24, Pa.

### 10—ICED COFFEE—1957

Facts and figures on trends in iced coffee sales by coffee roasters across the country, reprinted from special COFFEE & TEA INDUSTRIES Iced Coffee Issue. Eight-page brochure available from Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.

### 11—FLAT BAG PACKAGE

This four-page illustrated folder describes German-made automatic flat bag filling and closing machines. High speed types are said to fill and seal up to 130 bags per minute. Gebr. Holler, Maschinenfabrik, Bergisch Gladbach Bei Koln. U. S. representative: Ulbeco, Inc., 484 State Highway #17, Paramus, N. J.

### 12—COFFEE GRANULIZERS

A profusely illustrated folder which explains the line of Gump Coffee Granulizers was recently issued. Included are details on the new Style "E" Granulizer, as well as facts about the four sizes of Granulizers, each available in two models. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50.

### 13—STORE GRINDER

This illustrated bulletin describes the new Super Grindmaster Model No. 500, which supersedes the company's regular Grindmaster, featured for the past four years. Operation is fully automatic. The grind plate is on the front of the machine, in full view of the customer, and the grinds are indicated with an illustration of the brewing device, as well as by name. American Duplex Co., 815-827 West Market St., Louisville 2, Ky.

SPICE MILL PUBLISHING CO.  
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

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AUGUST, 1957

Formerly THE SPICE MILL

# COFFEE & TEA INDUSTRIES and The Flavor Field

80th Year

AUGUST 1957

Vol. 80, No. 8

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80th Year

T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor



**with a Burns**

**NO. 38 GRANULATOR**

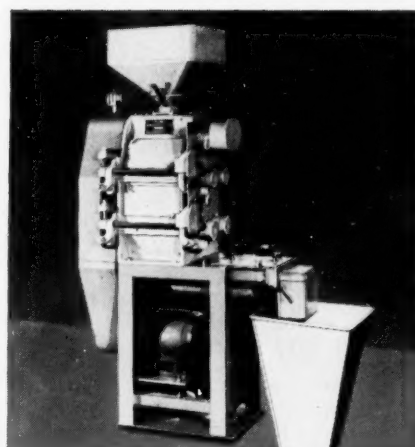
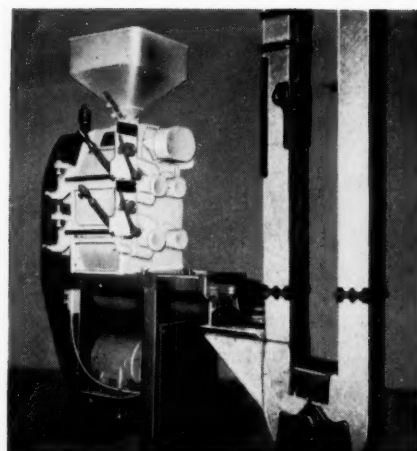
**you are really  
up to date**

**TODAY'S BEST  
GRANULATOR BUY!**

More and more coffee companies throughout the country—and overseas, too—are enthusiastic users of the Burns No. 38 Granulator. It produces a wide range of sharp, uniform grinds and produces them consistently.

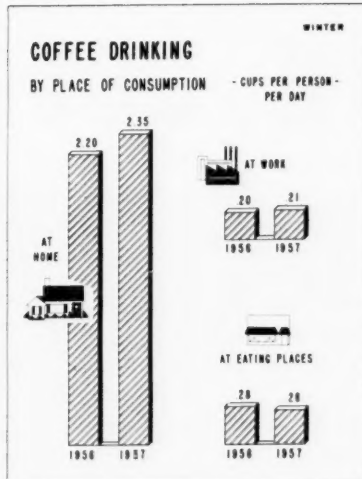
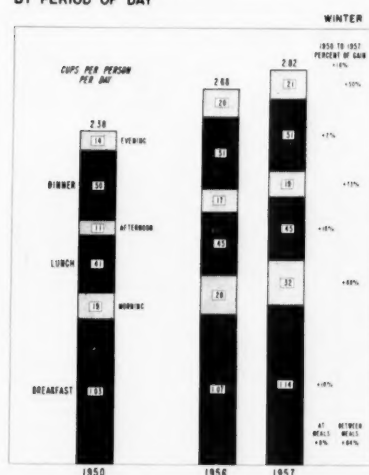
The No. 38 will turn out every bit of its rated capacity—600 lbs. per hr. on ultra fine up to 1200 lbs. per hr. on “regular.” It’s also ideal for grinding for soluble extraction.

Ask your sales engineer for a quotation—you’ll like the big value you’ll get for your investment.

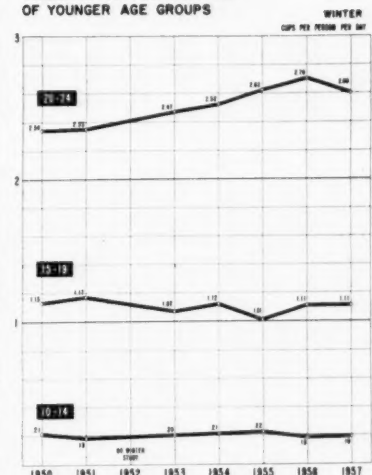


**JABEZ BURNS AND SONS, INC.**  
ENGINEERS  
NEW YORK CHICAGO  
DALLAS SAN FRANCISCO

TREND IN TOTAL COFFEE DRINKING  
BY PERIOD OF DAY



TREND IN COFFEE DRINKING  
OF YOUNGER AGE GROUPS



## trends in U. S. coffee drinking

On a typical winter day early in 1957, the people of the United States drank some 370,000,000 cups of coffee. This article presents highlights from a report on the consumption of that amount of coffee beverage; it describes who the coffee drinkers were, where they lived and where and when they drank their coffee.

During seven of the past eight winters, The Psychological Corp. of New York has made national surveys of coffee drinking for the Pan-American Coffee Bureau. The purpose of these studies is to provide the coffee industry with current data on changing patterns of coffee drinking.

Copies of the full report are available from the Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.

Probably more cups of coffee were consumed in the winter of 1957 than in any previous winter in history, and certainly more cups than at any time since the winter beverage studies were begun in 1950. The average per capita consumption of coffee amounted to 2.82 cups per day, compared to 2.68 cups in 1956 and 2.38 cups as recently as 1950.

These figures are based on the population of this country ten years of age and over, not living on farms, not members of the Armed Services and not confined to institutions.

The increase in coffee drinking from 1950 through 1957 has been fairly steady, averaging about 2½% each year. This increase in cup consumption, however, has not been paralleled in all seven years by corresponding increases in the sale of coffee as measured by pounds. The reason for this is apparent: many families, and probably some restaurants and other eating places as well, are serving a weaker cup of coffee than they were some years ago, and weaker than is recommended by The Coffee Brewing Institute,

which suggests that a pound of coffee be used in the brewing of from 40 to 45 cups of coffee.

Of all persons interviewed in the January, 1957 survey, 22.7% reported they drank no coffee on the preceding day, another 31.5% said they had drunk one or two cups and the remaining 45.8% said they had drunk anywhere from three to more than ten cups.

To the coffee industry, obviously the greatest present market for its product is among the "heavy" coffee drinkers. The top 10% of coffee drinkers in the winter of 1957, for example, consumed more than a quarter of all coffee and the top 25% drank more than 50%.

The greatest single reason for increased coffee consumption since 1950 has been an increase in the number of these so-called "heavy" coffee drinkers.

In 1950, when per capita consumption was 2.38 cups per day, 76% of all those questioned had drunk at least one cup of coffee on the day preceding the survey. Seven years later, this number had increased 1.3%, but coffee consumption (in cups per person per day) had increased 18.5%. This was because, in the same period, the percentage of those drinking five cups of coffee or more each day had risen 38%.

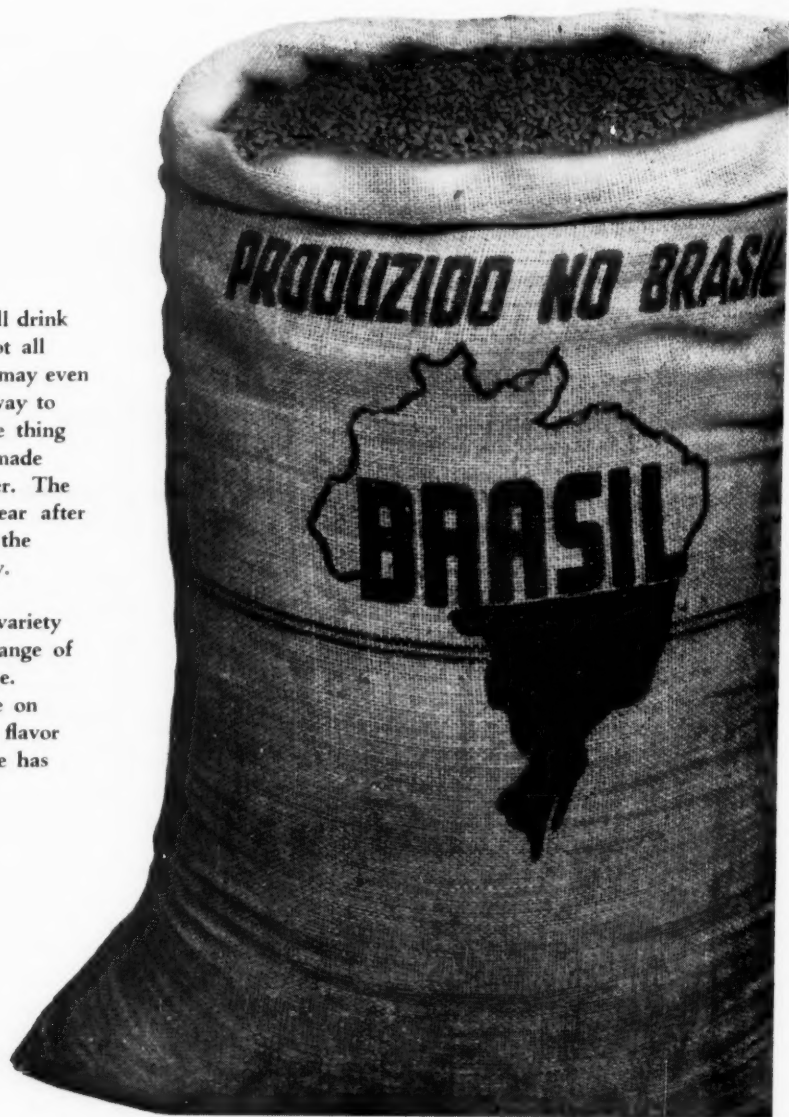
The social patterns that have encouraged this greater consumption of coffee are known to everyone. The coffee-break has become a major U. S. institution; 71% of all factory, store, and office workers in the United States now have the opportunity of drinking coffee during working hours. Coffee-breaks at home also have increased and, meanwhile, the preeminence of coffee as a breakfast drink has remained unchallenged.

The rise in per-capita coffee consumption from 2.68 to 2.82 cups per day between January, 1957, is accounted for by more coffee drinking in the home. This trend points to

# BRAZILIAN COFFEE and

The millions of U.S. citizens who will drink iced coffee this year naturally do not all like the same blend or brand. They may even differ as to which is the best "new way to take an iced coffee break." Yet one thing is certain—more iced coffee will be made using Brazilian coffees than any other. The reason is basic—Brazil continues, year after year, to export more of its coffee to the United States than any other country.

Brazilian coffees are unequalled in variety and quality. They satisfy a wider range of consumer tastes than any other coffee. Experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U.S. taste for coffee has been built on Brazils.



## BRAZILIAN COFFEE INSTITUTE

# the ICED COFFEE CAMPAIGN

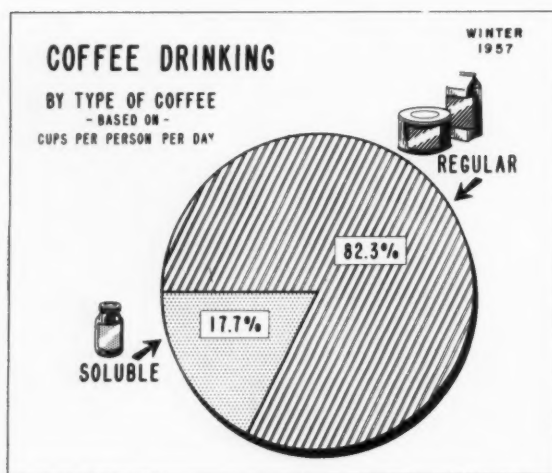
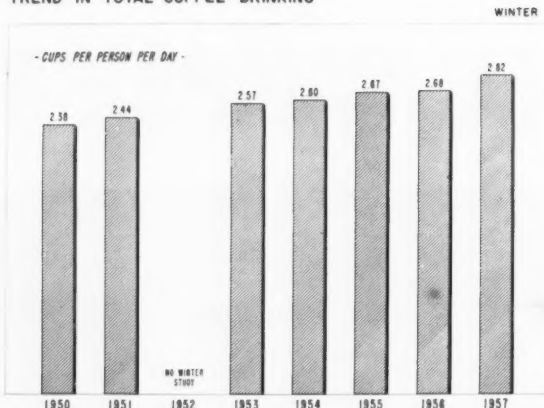


**BRAZIL SUPPORTS THE U. S. INDUSTRY-WIDE  
CAMPAIGN TO SHOW "NEW WAYS TO TAKE  
AN ICED COFFEE BREAK."**

**120 WALL STREET, NEW YORK 5, N. Y.**



## TREND IN TOTAL COFFEE DRINKING



more leisure in the home, or at least to more time spent in relaxation and at family meals.

Breakfast is considered to be a hurried time and some opinion has been expressed that the growth of the coffee-break reflects a skimpy breakfast. Yet the average consumption of coffee by the population ten years of age and over in the United States at breakfast was 1.14 cups, which is the highest recorded figure.

When it is considered that about 23% of the population over ten years of age does not drink coffee regularly, this means that approximately 40,000,000 people take time for at least two cups of coffee at the breakfast table.

As in previous years, coffee consumption varies by geographical areas, income groups, etc. There were no important changes from previous years.

Compared with other beverages, coffee maintained its first position in 1957 with something to spare: it was drunk by 77.3% of the population, compared with 49.3% drinking milk and chocolate milk, 34.2% drinking fruit and vegetable juices, 27.3% drinking tea and 25.8% drinking soft drinks. It will be remembered that this refers to the population ten years of age and over and thus understates milk consumption, which would have been substantially larger if younger children had been included in the sample.

## Coffee drinking by age

By the time young people are 16 years of age, about half of them are drinking coffee on a fairly regular basis. It is not until the 25 to 29 age group, however, that coffee drinking reaches adult levels. Throughout the intermediate age groups to 60 years of age and over, average daily consumption is above three cups per day, but after 60 it drops below that level.

Young people have a two-fold significance in coffee consumption. They are the adult coffee drinkers of a few years hence, and preferences developed among them at this time will influence in large measure their patterns of consumption for many years to come. They are also an important potential market in their own right.

In 1956 there were approximately 21,500,000 persons 15 to 24 years of age in the United States, and according to the Census Bureau, the number of persons in those age brackets will increase to 38,000,000 in the next 20 years. Even a small per capita increase in coffee drinking in a population group that large would raise total consumption to a considerable degree.

Surveys of coffee consumption conducted annually in this series since 1950 show that coffee drinking among the younger adolescents and young adults is not increasing, even though consumption by adults (25 years and over) has risen by nearly 20%.

In the 10 to 14 age group, coffee drinking has remained between .18 and .22 cups per person per day since 1950, and in the 15 to 19 age group it has advanced only .17 points, from 1.01 to 1.17 cups. In percentage terms these gains are significant but in terms of quantitative gain they are not impressive.

Of more significance than average consumption rates among young people is the increase that has taken place in the number of young people who have not been introduced to coffee at all, or who drink it very rarely: 67% of young people between the ages of 10 to 14 and 28% of those between 15 to 19 have never drunk coffee. In both instances, the proportions are higher than were shown in the results of the survey made in January, 1955.

## Instant coffee

In January, 1957, about one out of every 5.6 cups of coffee drunk in this country was instant (soluble) coffee. The widespread use of instant has come about almost entirely within the past five years. A trend towards still greater use is evident in all sections of the United States.

As in previous years, the persons who drink instant coffee drink fewer cups per day than those who drink regular coffee or who drink both. At present it is not certain whether this is to be a continuing trend or whether it arises solely from the fact that from the beginning, instant coffee has been more appealing to light coffee drinkers than to those who drink average or greater-than-average amounts of coffee.

Because instant coffee is served more often in homes than in public eating places or at work, housewives, students and others who spend more of their time at home are also those who are more apt to drink instant coffee. The rate of coffee drinking among young people living in homes where instant is served, is, however, substantially below the rate of coffee drinking where some or all of the beverage is

(Continued on page 38)



For those millions who don't drink coffee...

# SERVE HOT CHOCOLATE

From these attractive

*Helmco-Lacy*

## HOT CHOCOLATE DISPENSERS



*you just can't miss with equipment like this . . .*

Now you can serve Hot Chocolate easier and faster than coffee to those millions who normally do not drink coffee . . . but would love Hot Chocolate. Users report that these Helmco-Lacy Hot Chocolate Dispensers pay for themselves in as little as thirty days!

Three, six, and twelve quart models in Deluxe lifetime Stainless Steel or gleaming Gold finish. They have automatic temperature control that keeps chocolate piping hot at perfect serving temperature. Automatic agitation keeps chocolate in a creamy perfect blend. Fast flow no splash faucets serve gallons of delicious hot chocolate in minutes . . . and the fast, easy operation is yours to enjoy the year 'round. Simple to use, easy to clean, are UL approved, and meet sanitary code requirements of the Board of Health.

See your local supplier or send this coupon for full details.

*Helmco-Lacy*



7400 West Lawrence Ave., Chicago 31, Ill.

Distributed in Canada by CROWN ELECTRICAL MFG. LTD.,  
Bramford, Ontario, Canada

Attractive Wig-Wag Signs

Twelve Quart

Six Quart

Three Quart



YES... send me the complete details on  
Helmco-Lacy Hot Chocolate Dispensers.

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☐ Have representative call.

**NRTCMA convention digs into key problems  
at round-table sessions, names Eibert president, sees . . .**

## **coffee still best anchor for route customers**

Wagon route men feel coffee is still the best product to hold a customer for the long pull.

This was emphasized at the 42nd annual convention of the National Retail Tea and Coffee Merchants Association, held at the Edgewater Beach Hotel, Chicago.

Home service men considered the event one of the outstanding conventions in NRTCMA history. Attendance was strong and enthusiasm of members and associate members ran high.

Continuing the pattern which has made NRTCMA conventions highly productive, the home service men used round-table sessions to dig into specific problems.

The sessions turned up practical ideas on salesmen incentives, merchandising, packaging and new customer programs.

More than 110 associate members set up displays in the East and West Lounges of the hotel. The wagon route men showed considerable interest in the numerous premium items displayed.

Paul D. Eibert, of the Eibert Coffee Co., St. Paul, Minn., was elected NRTCMA president for the coming year. He succeeds Nathan Elkin, of the Superior Coffee & Tea Co., Concord, N. H.

L. H. Reese, of the Reese Grocery Co., Cleveland, was named first vice president, and Donald T. McGuire, McGuire Bros. Coffee Co., South Haven, Mich., second vice president. Clarence A. Frankenberg, of the Imperial Tea Co., Harrisburg, Pa., continues as treasurer.

On the board of directors for the 1957-58 term are George F. Hellick, Jr., Edward Sommerfield, A. J. Berluchaux and R. J. Griffor; for the 1957-59 term, Norman Mansfield, Frank Jacobs, Charles Roth and William A. Gerbosi; for the 1957-1960 term, Nathan Elkin, A. J. Farinet, Raymond Gerard and E. R. Stanley.

The 1958 convention will break the tradition of a Midwest site pattern for the NRTCMA events. It was announced that next year's convention will be held in New Orleans. The dates: June 1st-5th.

After Mr. Elkin opened the convention, the assembly divided into three groups for the round-table discussions. The moderators were Mr. Elkin, Mr. Eibert and Mr. Reese. The round-table sessions continued the following afternoon. On the third day, the moderators reported for each group to the general assembly.

As usual, the round-table meetings were well-attended, and the give-and-take of the informal sessions turned up practical ideas on many phases of wagon route operations.

Personal prizes—such as socks, ties, shirts and shoes—worked out best as incentives for the routemen, it was pointed out.



NRTCMA officers for the coming year. From left: Oliver J. Corbett, secretary; Paul D. Eibert, newly elected president; Nathan Elkin, retiring president; L. H. Reese, first vice president; Donald T. McGuire, second vice president. Convention was high in enthusiasm.

Moreover, most of the companies were lowering the unit targets which had to be reached to win the prizes.

One home service man reported that transistor radios had been effective as awards to salesmen for moving new items.

The technique of the "specials" card was stressed as a way to increase volume. The card, in color, shows the "specials" in groups, with prices. The items on the card are in addition to the ones the salesman brings into the home in his basket. This broadens the range of merchandise offered the customer by the salesman in a single stop.

Improvements in packaging were pointed up as a way to get better sales results. Items in re-usable containers would help, it was stated. Another suggestion was a plaque to be awarded at the NRTCMA convention each year for the best packaging improvement.

The handling of the routeman's basket came in for considerable discussion. The general opinion was that the most effective arrangement was two bargain groups in the basket, and two to four grocery items.

Another panel cited the effectiveness of NRTCMA's Home Service Shopping Guide. Average household merchandise sales per week on each route were \$103 without the catalogue, and from \$135 to \$250 with it, members reported.

Instant coffee sales are on the increase, the routemen said. It was also indicated that heavier sales efforts to step up instant coffee volume would be likely.

Plans for developing new customers were also discussed, with the problem of cost looming large in each method.

A mailing piece to a selected list in a given area was  
(Continued on page 39)

# consumer coffee advertising budgets

This analysis of advertising expenditures in 1956 is from a compilation for all foods presented recently by Food Field Reporter. Tea figures are on page 49.

The data came from Publishers Information Association, Television Bureau of Advertising and Outdoor Advertising, Bureau of Advertising of the American Newspaper Publishers Association.

Products	General Magazines	Farm Magazines	Newspaper Sections	Outdoor	Network TV	Newspapers	Spot TV
<b>COFFEE (INSTANT)</b>							
Aborn's Instant Coffee						14,556	
Admiration Coffee Inst./Reg.							173,260
Outocrat Coffee Reg./Inst.							29,150
Bailey Supreme Coffee Inst./Reg.				22,341			21,270
Beech-Nut Instant Coffee						32,905	
Bliss Coffee Inst./Reg.							21,580
Borden's Instant Coffee			7,300		1,773,871	218,692	719,740
Cain's Instant Coffee				*			*37,850
Chase & Sanborn Coffee Inst.	904,381					1,195,279	139,935
Decaf Inst. Coffee						604,993	717,320
Edward's Instant Coffee	33,320						
Ehler's Coffee Inst.						76,390	52,900
Ehler's Coffee Inst./Reg.						125,440	1,620
Folger's Coffee Inst.	14,600			190,160		87,165	602,725
G. Washington Instant Coffee						76,747	15,330
Hills Bros. Instant Coffee						94,190	
Hotel Spec. Coffee Inst./Reg.							10,910
J. F. G. Coffee Instant							49,530
Javato Coffee Inst./Reg.							43,340
Jomar Instant Coffee						53,387	
La Touraine Coffee Inst./Reg.							11,730
Luzianne Coffee Inst.						72,662	59,150
Luzianne Coffee Inst./Reg.							415,340
M. J. B. Instant Coffee						4,965	16,700
M. J. B. Coffee Inst./Reg.				49,632			427,580
Manhattan Coffee Inst./Reg.							47,550
Manor House Coffee Inst.							144,390
Manor House Coffee Inst./Reg.							364,590
Maryland Club Coffee Inst.						61,033	52,200
Maryland Club Coffee Inst./Reg.						190,174	304,020
Maxwell House Coffee, Inst.					3,998,397	16,852	4,474,195
Nash's Coffee Inst.							28,350
Nash's Coffee Inst./Reg.							48,880
Nescafe's Instant Coffee	1,001,206		114,700		2,542,326	1,530,519	324,130
Nestle's Instant Coffee			40,385			484,976	1,098,010
Old Judge Coffee Reg./Inst.							23,440
Old Judge Coffee Inst./Reg.							28,670
Sanka Coffee Inst.			227,990		1,596,900	131,281	25,900
Victor Coffee Inst./Reg.							45,560
Wilkins Coffee Inst./Reg.							32,280
Yuban Coffee Inst./Reg.							19,990
<b>COFFEE (Regular)</b>							
Aborn's Coffee						12,729	
Admiration Coffee Reg.						75,890	39,600
Airway Coffee	43,793						
Beech-Nut Coffee			4,533			60,919	
Blue Plate Coffee							18,300
Butter-Nut Coffee Reg.						91,815	665,810
Cain's Coffee				*		45,491	*83,780
Chase & Sanborn Coffee Reg.	1,134,572					151,281	9,165
Chock-Full O' Nuts Coffee						285,725	308,350
Coffee Blender							25,100
Coffee Time Beverages							24,800
Edward's Coffee	49,755						
Ehler's Coffee Reg.						49,050	28,060
Fleetwood Coffee Inst./Reg.							60,880
Folger's Coffee Reg.		39,314		190,160		724,685	1,024,405
Gill's Coffee Reg.							21,050
Gill's Coffee Inst./Reg.							74,100
H & C Coffee Reg.							39,270
J. F. G. Coffee Reg.				76,290			3,550
J. F. G. Coffee Inst./Reg.							20,010
Levering Coffee Reg.				34,418			
Luzianne Coffee Reg.						81,859	284,230
M. J. B. Coffee						196,827	312,980
Manor House Coffee Reg.							71,910
Martinson's Coffee						18,400	
Maryland Club Coffee Reg.						129,141	121,340
Maxwell House Coffee Reg.			432,260		867,897	547,129	987,705
Medaglia D'oro Coffee	24,350		15,189			42,692	
Nash's Coffee						25,726	13,860
Nob Hill Coffee	66,385						
Old Dutch Coffee						29,939	
Pan American Coffee Bureau	371,682		91,815			610	
Postum	348,815	57,450	458,325			111,521	
Red Can Coffee Reg., Hills Bros. Coffee	34,952	1,840				388,001	1,077,370
Savarin Coffee Reg.						35,091	281,780
Schilling Coffee Reg.							15,160
Stewart's Coffee						34,720	
Yu Ban Coffee Reg.						3,137	45,680

# getting the most for your insurance dollar

By CLARENCE T. HUBBARD

*Mr. Hubbard is a featured writer for insurance publications. This article, not a technical treatise, nevertheless can be stimulating and helpful to coffee and tea companies. That is the opinion of top insurance brokers who checked this article. They are brokers who write considerable coffee and tea insurance.*

Up until recently the insurance problems of the coffee and tea distributor were fairly simple. Pick out a good agent or broker, watch your values—and that was it!

Coffee and tea distributors don't have the problems other industries do. Supermarkets, for example, due to open size without breaks, open attics, intensified utilities and trash accumulation, almost lost their fire insurance market because of disastrous total losses. Distillers still can't find the insurance market capacity for their presently valued outputs. Soybean producers, when they shifted to the solvent extraction process, blew up their insurance programs.

## Mark my word!

By MARK M. HALL

### Where should a young coffee man begin?

It is better to begin at the bottom and work up. Get on the safe side of your salary. You may need a little time to warm up to your job. Besides, the boss may not realize how green you are. You require time to ripen.

If he is paying you only what you are worth at the time, he will not get sore at himself. That's your chance.

Some men are always losing their jobs. They do too much selling to get a big salary, and later too little to be worth it.

When you have made good, it is time enough to do your inside selling for more salary. If the picture you painted of yourself bears no resemblance to what you are, it doesn't take an artist to know it's phony.

The runner who starts off in a burst of fury often drags his feet as the race progresses. Start slow, if necessary. Let some other fellow be your windbreak. Allow your opinion of yourself to grow as you gather speed.

Hold back your "big shot" complex until you own the business—and then you won't need it to impress others with your importance.

Sticking to fire insurance for the moment, which is of essential importance in credit relationship for coffee and tea distributor, as well as for direct financial protection, there have been no new marked hazards of operation introduced. You stand well with the fire insurance underwriter, and that's good, both for your rate charges and for an uninterrupted market.

This same underwriter, incidentally, doesn't care for sugar stocks; rice is giving him some trouble, because of the drying process; drug stocks are getting quite congested; and the wholesale grocer—pretty close to coffee and tea, still has too many match fires.

Oh, sure, the fire insurance underwriter still frowns a bit when he hears the word "coffee roasting," but on the whole—you stand high in insurance circles.

This brings us to the new broadened insurance contracts now being offered you, and "passed" more freely because of your record—the commercial property policy, for instance.

Under this very latest policy, an "all risk" insuring proposition is offered the coffee and tea industries. It's an "all risk" coverage for *contents only*, meaning your entire stock of merchandise plus furniture and fixtures and improvements and betterments.

At the moment no buildings can be included, but this is being planned for later on, in an effort on the part of the insurance people to wrap up everything in one single policy.

While the term "all risk" means what it says, it has to be modified with certain "exclusions." However, all major perils are covered with but two exceptions—earthquake and flood. Earthquake insurance *can* be added for an extra premium, but flood insurance is definitely not obtainable, excepting that flood insurance is provided on any of your trucks or delivery wagons *only* while in transit.

Otherwise the policy does offer everything from fire and windstorm to theft of stock (not money), water damage and miscellaneous coverages of every kind—and the best part of the "all risk" feature is that no one can possibly anticipate the *unknown* causes of loss.

For instance, in one community a gunman was cornered in a warehouse where there was a large stock of coffee, and to smoke him out the police used gas bombs which resulted in the merchandise being condemned. The owner was unable to recover from any insurance policy he held, but with this new commercial property policy such an unanticipated loss would have been recoverable.

The stock can be insured all risk on a specific basis, or it can be on a "reporting" basis, with reports made every quarter. The rates are considerably below what it formerly cost to buy these coverages separately.

One thing the coffee and tea distributor should *always* keep in mind is that insurance surveys and insurance inspections can be obtained *for free*. If you select the right agent or broker, one preferably trained in one of the many

(Continued on page 38)



**Your Canadian Brands  
now will be supplied with**

**ibenco**



*... world's most promotable instant coffee  
because Ibenco Coffee is:*



Roasted and processed in El Salvador and Mexico—  
may be promoted as world's freshest instant.



Packed in Canada by Canadians *under your label*.



Custom-blended and packed to your individual  
regional specifications.



The result of continuing, extensive modern  
research and rigid quality control.



Superior in facilities known the world over.

**ibenco**



**Ibenco of Canada, Inc.**  
Fairall Road, Ajax, Ontario, Canada  
Telephone: Ajax 1350

**Ibenco G.m.b.H.**  
An der Alster 56, Hamburg, Germany  
Telephone: 24 59 45  
Cable: Ibencafe, Hamburg

**Ibenco, Inc.**  
P. O. Box 15, Linden, New Jersey  
Telephone: HUnter 6-4715  
Cable: Ibencafe Lindennewjersey



# school for coffee in the Philippines

*A new industry is being promoted in the Philippines—the growing, processing and marketing of coffee. This article is about the work being done at the Iloilo National Agricultural School (INAS), located in the coffee region of Lambunao, Iloilo province. The school's coffee project is the largest among all agricultural schools in the country.*

To the boys of Lambunao, Iloilo, in the Philippines, breakfast takes on a special significance. Breaking fast with a warming cup of hot coffee is a Filipino custom—but these boys deeply sniff into their cups with a sort of personal pride. They know this coffee—straight from the coffee bean. And why not? They've not only learned to grow good coffee. They process and market it too!

The citizens of Lambunao are proud that their sons have learned better methods of growing coffee, the town's major crop. Most high school boys of the locality and neighboring towns go to INAS (Iloilo National Agricultural School), a 3,000-hectare site, where they study and learn academically and in practice modern agriculture and animal raising.

Back in 1951, Lambunao was chosen as the ideal site for Iloilo's agricultural education center. Geographically located in the heart of the Panay region, the soil is of a type which is generally fertile and suitable to crops now grown commercially in the province, particularly coffee and fruit trees. With an elevation of 300 to 1,900 meters above sea level, the INAS reservation enjoys an even year-round distribution of rainfall, and through the reservation runs three rivers, one of which, the Jayubo, can be utilized for irrigation purposes and for running a hydro-electric plant.

The area was found to be thick with ipil-ipil underbrush, which in a way was advantageous, as this gave the soil its original fertility. From climate, topography and soil type, the school authorities decided that coffee would be their biggest crop project. This was to include training in cooperatives, marketing, farm credit and other skills necessary for the commercial use of the product.

The first coffee plantings were hybrid seedlings of Arabica, Robusta and pure Liberia, isolated and selected from individual plantations. The students started with 5,000 seed trees. This entailed intensive clean-out of a ten-hectare area. Actual planting began in the rainy season of 1951. After a month, when roots were anchored deeply, the boys followed with what is known as underbrushing and ring cultivation.

Now those first 5,000 plantings are full-grown and fruit bearing. The original ten-hectare area has expanded to 50 hectares, planted to some 30,000 trees. Latest plantings are of pure Arabica, which is claimed to be the most important of all varieties, because of superior flavor and aroma.

The students, though using new and improved methods, try when necessary to improvise their own systems, more adaptable to the locale.

They hold demonstrations at fairs or fiestas, and bring with them samples of harvested and processed coffee beans to show farmers. They take the opportunity too, to pro-



Watching the students' coffee pulping procedure at INAS are Napoleon D. Dignadice (left, holding berries in palm of hand), former principal of the school; project supervisor Proceso Gonzales (lower left) and Oleen Hess (right) ICA agricultural vocationalist from Oregon.

mote the use of disease-preventing sprays and equipment, which will help protect coffee trees from the blight of the dreaded coffee rust. They demonstrate proper procedures in the processing of the harvested coffee beans, from pulping, hulling and grading to the final phases of roasting and grinding. Demonstrations held at INAS may even call for a taste treat.

The 537 students take care of the plantation themselves, and outside of classroom assignments to the field are paid not more than 30 centavos per hour for extra work hours put in. It is during the peak of harvest season that outside help must be employed. Realizing that at the present production level the school is not yet fully self-sufficient, the students have year after year added seedlings to the previous crop total. However, the INAS coffee plantation is now reputed to be the biggest among all agricultural schools in the country. Soon it will not only come up to meet environmental demands, but little by little is expanding to full scale commercial production.

As it is, starting November, when the harvest is at its peak, the student force goes out to gather in the berries and pulp, dry and store the beans. Then they grind and roast various quantities, depending on actual orders at hand, a routine activity which goes on even in off-season months, as long as the storage bins aren't empty.

In the first few years, the students used crude methods of processing. But as they produced more, there was need for more efficient processing equipment. The school, with the help of the Bureau of Public Schools, solicited technical aid from agricultural vocationalist Oleen Hess, of the International Cooperation Administration (ICA), the foreign aid mission in the Philippines, in the procurement of the necessary processing machinery. Last year INAS received the first machinery—a pulping machine and a coffee grinder.

In addition to American technical assistance to agricultural vocational schools as part of outside aid benefited by INAS, ICA made available to its principal, Napoleon D.

(Continued on page 37)

# coffee and donuts "taste mates" promotion can be "profit mates" for you

By SAM MOODY, Robert W. Orr Associates  
Division of Fuller & Smith & Ross Inc.

This year, America's most famous combination, coffee and donuts, will be jointly promoted by the Pan-American Coffee Bureau and the Donut Corporation of America. DCA will merchandise and publicize the promotion; PACB will advertise these related items in both consumer and trade publications.

Here's what PACB will do:

1. The Bureau will run a full-color advertisement in the October Ladies' Home Journal, with this headline "Going Steady/ Coffee and Donuts— TASTE MATES". The advertisement will include an attractive pair of teenagers—the same couple appearing on all the display material to be produced by DCA.

2. Full-page ads in important grocery trade publications will urge retailers to tie-in with this profit making "Taste Mates" promotion.

3. The restaurant field will also be covered by the Bureau's trade ads in restaurant and institutional magazines. Eating places will be urged to avail themselves of sales-making promotional material.

4. The Bureau's Public Relations Department will work along with the Donut people in order to achieve the widest possible coverage and impact on both trade and consumer.

Here's what DCA is putting behind the "Taste Mates" promotion:

1. 100 field salesmen-merchandisers contact some 2,000 bakers who have distribution in every supermarket and in most small stores and in eating places in this country and in Canada. These donut merchandisers will also contact coffee roasters this year.

2. DCA has produced an entirely new set of strikingly colorful display material for the "Taste Mates" promotion, all of which carries a picture of the attractive boy and girl used in the Coffee Bureau's four-color ad.

3. This new "Taste Mates" kit is available from DCA at below cost for coffee roasters. (A complete schedule of prices, with and without imprint, will be found in PACB's ad on Page 3, together with a convenient order blank.)

4. Publicity—DCA's 29 year background of successful food publicity effort has, during Donut Month, yielded a rich harvest of cooperation. Top TV, radio, motion picture and other celebrities have boosted donuts to millions on the air and in print. This year, DCA's powerful publicity drive will promote coffee as an integral part of the "Taste Mates" combination.

5. A tailor-made promotion for each baker to whom DCA supplies donut mix and donut machines. Bakers will be supplied with:

- a. Display material;
- b. Tie-in newspaper mats;
- c. Tv and radio scripts.

6. Contests—To spur impulse buying, DCA is sponsoring a special "Taste Mates' Donuts and Coffee Contest". Bakers will be supplied with a complete contest plan, prize catalogues, rules, charts for salesroom bulletin boards, etc. The contests will be based on the best display of coffee and donuts put up in supermarkets by each baker's route men.

Here's how roasters can change "Taste Mates" to "Profit Mates":

1. Tie-in with the "Taste Mates" promotion by ordering your display material from DCA. This is the material that is available:

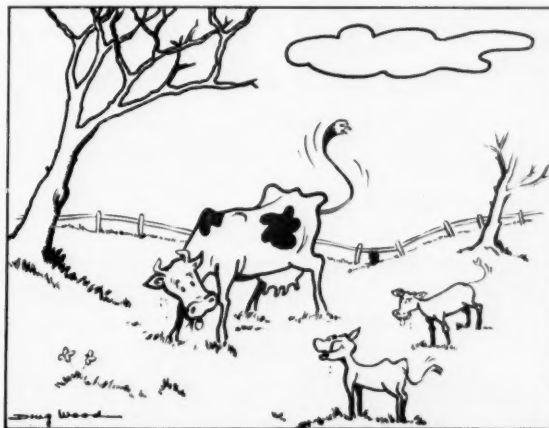
- a. Window poster, 17" x 11", in full color.
- b. Truck and supermarket poster, 19" x 26", in full color.
- c. Buttonhole tag, 5" x 5", in color, one side only.
- d. Dangler, 5" x 5", in full color, two sides.
- e. Shelf talker or counter apron, 12" x 6½", in full color.
- f. Restaurant poster, 11" x 14", in full color.

This material may be imprinted in any of the following combinations:

(Continued on page 35)

## Trade Roast

By DOUGLAS WOOD



Mom, Freddie wants to know if YOU can switch to iced coffee?"

## H. L. C. BENDIKS, INC.

NEW YORK

96 Front Street

SAN FRANCISCO

40 California St.

NEW ORLEANS

225 Magazine St.

**IMPORTERS - JOBBERS**

**COFFEE - TEA**

## N. V. KOFFIE HANDELMY MATAGALPA

P. O. BOX 631

AMSTERDAM, C, HOLLAND



**You be the Judge**

**COMPARE  
"BOWEN-MADE"  
PRODUCT FOR:**

- ★ **INTEGRITY OF FLAVOR**
- ★ **READY SOLUBILITY**
- ★ **PARTICLE SIZE**
- ★ **COLOR**
- ★ **BULK DENSITY**

Ask a Bowen engineer to show you samples and discuss your product. His knowledge based on broad production experience can be applied to your problem. A conference does not obligate you in any way.

**YOUR MOST PRACTICAL APPROACH TO SOLUBLE COFFEE PRODUCTION IS THRU YOUR BOWEN REPRESENTATIVE**

*Write for interesting booklet  
"Bowen Story of Spray Drying"*

**BOWEN SPRAY DRYERS**  
*Always Offer You More!*

**BOWEN  
ENGINEERING  
INC.**

North Branch 5, N. J.



The ACA immersion heater for use in cars.

**New immersion heaters brew hot coffee, tea  
in the cup on the job, at home, travelling**

New immersion heaters now make it possible for consumers to brew hot coffee or tea just about any place they might be—on the job, at home or while travelling.

The immersion heaters are compact electrical units which bring an average cup of water to a boil in two minutes.

With coffee or tea—in instant or bag form—a cup of hot beverage is readily available.

Two models of the immersion heater are being distributed by the United Cutlery and Hardware Products Co., New York City.

One, called the Liliput, has a standard plug for any home or office socket. Another model, called the ACA, is for use in cars. It plugs into the cigarette lighter socket. It is available for six-volt and 12-volt batteries.

Both models have plastic cases with zip closers. The unit is small enough to fit easily into the glove compartment of the car, with room to spare.

One simple precaution is observed in using these immersion heaters: The coil is immersed in the liquid in the cup first, and then is plugged in. Similarly, after use the plug is removed first, then the coil is taken out of the water.

The immersion heaters would make ideal premium items for coffee or tea packers, United Cutlery and Hardware Products suggests. They are priced low enough to make inexpensive self-liquidating offers possible.

In addition to brewing hot coffee or tea, the units can be used to heat baby bottles, in the sickroom and in many other ways, it was pointed out.

### Coffee growing mushrooming in New Guinea

Spectacular growth in the export of coffee from Australian Papua-New Guinea in the past eight years is reported. Cocoa and coffee growing was established in the Territory as a reconstruction project after World War II, and the products of both ventures have now reached world quality.

The Minister for Territories announced that exports of coffee from Papua-New Guinea last year totalled 170 tons, six times more than in 1950.

The native people of the Territory produced 18% of the coffee.

## **PACB board sees bigger coffee promotion budget in near future, with approval of 25¢ bag levy**

More money for coffee promotion in the United States and Canada in the near future is expected by the Board of directors of the Pan-American Coffee Bureau.

The board adjourned its recent 1957 meeting in New York City with plans to reconvene soon to vote the bigger budget. The increase is expected as member countries implement a rise in assessments from 10¢ to 25¢ per bag of green coffee imported by the U. S. and Canada.

[Brazil's Senate last month approved a Chamber of Deputies bill increasing the levy for coffee publicity to 25¢ per bag, but with amendments. The bill went back to the Chamber of Deputies for approval of the amendments.]

Dr. Paulo Guzzo, president of the Brazilian Coffee Institute, told the board Brazil was ready to meet the increased assessment.

The board voted a resolution commending the Federation of the Coffee Growers of America (FEDECAME) for voting a resolution at its Panama City meeting in May calling for the creation of a Coordinating Committee to implement plans for an International Coffee Organization. Although not members of FEDECAME, both Brazil and Colombia concurred in this action.

The board also commended the Inter-American Economic and Social Council of the Organization of American States for its work in the interests of coffee. The Council is the parent body of the Special Commission on Coffee which in recent months has been sponsoring studies

and drafting plans for a worldwide coffee organization.

The board also decided that the executive committee of the Pan-American Coffee Bureau for the coming fiscal year would consist of representatives of Brazil, Colombia and Mexico, with the Mexican member representing the Bureau's other nine member countries. Alternate members of the executive committee will be the representatives of El Salvador, Ecuador and Costa Rica.

Executive committee later announced the election of the following officers for the 1957-58 fiscal year: President, Vito Sa, of Brazil; first vice president, Andres Uribe, of Colombia; second vice president, Manuel Proto, of Mexico.

### **Brazil to send coffee mission to Europe**

Arnaldo Setti, president of the administrative board of the Brazilian Coffee Institute, has announced that the Institute will send a special mission to Europe to study the possibility of increasing exports.

He said Brazil was already exporting instant coffee to Japan, according to a Comtelburo report, and the Institute was studying the possibility of trade with Eastern Europe.

### **Missing coffee sparks Paris jail riot**

When traditional morning coffee was not served at Santé prison, in Paris, several hundred prisoners started a riot.

Mattresses were set on fire and stools, tin plates and machinery were thrown all over the place.

The coffee was not served because prison guards had gone out on strike.

# **QUALITY COFFEES**

## **BRAZILS**

SANTOS PARANAGUA RIO DE JANEIRO ANGRA

## **CENTRAL AMERICANS**

GUATEMALA SALVADOR NICARAGUA COSTA RICA

## **COLOMBIANS**

MEDELLIN ARMENIA MANIZALES GIRARDOT LIBANO TOLIMA

## **ECUADORS**

UNWASHED WASHED

# **W. R. GRACE & CO.**



## **Solubles**

### **Continued growth for solubles, but at slower rate, predicted by General Foods president**

Soluble coffee sales will increase for many years to come. But its meteoric rate of growth of the last decade is not expected to continue.

These predictions were made by Charles G. Mortimer, president of the General Foods Corp., at the corporation's annual meeting, held at the Roosevelt Hotel, New York City.

Soluble coffee has measured up to the company's definition of the ideal new product, Mr. Mortimer said.

"I feel quite safe in stating that no product has become so big so fast in the whole long history of the grocery business," he declared. "Soluble coffee is almost entirely a post-World War II story."

"General Foods' leadership in soluble coffee stems from research beginning some 20 years ago, which provided us with a substantial technical know-how and exceptional product advantage," Mr. Mortimer explained. "As a result of this lead time and effective advertising, our sales have increased at a faster rate than for the industry as a whole. Instant Maxwell House has been for some time the acknowledged sales leader in the instant coffee field."

Mr. Mortimer added that in fiscal 1957 Instant Sanka

achieved a rate of growth which exceeded that of the soluble coffee field, and it now ranks among the top four brands in sales.

Soluble coffee has established itself as a permanent business, Mr. Mortimer said, and soluble coffee consumption has been largely added volume.

"This 'new' business has taken its place alongside regular coffee in the grocery trade," he declared. "It is possible that soluble may one day pass regular coffee in popularity, but we do not expect its meteoric rate of growth of the last decade to continue."

Regular coffee is still the lion's share of the business, he added. He said regular Maxwell House continues to be the sales leader, and General Foods plans to maintain that position.

The Hoboken, N. J., coffee plant of General Foods is the largest in the world, Mr. Mortimer indicated. He said substantial expansion of the soluble coffee production facilities there has been largely completed.

He also reported that the capacity of the Houston plant is being doubled, to meet the growing demand for Instant Maxwell House and Instant Sanka Coffees in the South and the Midwest. The construction includes a new soluble coffee tower. When the expansion is completed, Texas will have the second largest coffee plant in the world, Mr. Mortimer said.

He also reported that General Foods' new soluble coffee plant in Elmshorn, Germany, was opened recently, and that sales in that country, one of the big coffee-consuming countries of the world, are expected to grow steadily.

## **LEONIDAS LARA & SONS INC.**

99 WALL STREET



NEW YORK 5, N. Y.



Telephone: DIgby 4-8777

Cable: NYLORENA

Teletype: NY 1-3368

## *Fine Colombian Coffees*

### Gene Wood joins Coffee Instants

#### to head up merchandising service

Appointment of F. E. (Gene) Wood as merchandising manager of Coffee Instants, Inc., Flushing, N. Y., was announced by John M. Alden, marketing vice president.

Mr. Wood was with the Kroger Co. for the past eight years in various buying and merchandising assignments, most recently as a specialist on instant coffees, including private label. He played an important part in the development of Kroger private label instant coffees which now account for more than one-third of Kroger's total instant coffee business.

As merchandising manager, Mr. Wood will spear-head the national field service program of Coffee Instants, Inc., processors of instant coffee under private label.

"With the rapid growth of instant coffee as a prime beverage in the American diet, private label brands are becoming more dominant in the leading chains of the country," declared S. S. Mindel, executive vice president of Coffee Instants, Inc.

"To better serve our customers, who include some of the leading names in food distribution, our company has pioneered a promotional and advertising program unique in the private label field. The addition of Gene Wood to our organization is another step in our sales development plan for industry leadership as a processor of private label instant coffee."

### Bowen names Belcher vice president

Ralph T. Reeve, president of Bowen Engineering, Inc., North Branch, N. J., has announced the election of D. W. Belcher as vice president.

Mr. Belcher is a graduate of Loomis Institute and holds a BE degree in chemical engineering from Yale University.

He served during the war in the U. S. Navy as an executive and engineering officer. Following the war he was associated with E. I. DuPont DeNemours & Co. as chemical supervisor, leaving them in 1948 to become functional design engineer with Bowen Engineering, Inc.

In 1954 Mr. Belcher was made chief engineer at Bowen Engineering.

### Heads southwest sales for Sol Cafe

Carl A. Sherrod, of Birmingham, Ala., has been appointed by the Sol Cafe Manufacturing Corp., Jamaica, N. Y., to the position of southwestern division sales manager.

Mr. Sherrod has entire sales supervision responsibilities for Missouri, New Mexico, Texas, Oklahoma and east to Georgia, South Carolina and Florida.

His home office is in St. Louis.

Mr. Sherrod was formerly sales manager for Sol Cafe for the state of Alabama. His promotion is in line with Sol Cafe's expanded and intensified personal service to customers throughout the nation.

### Long term coffee goal for U. K.

The ultimate target of the Coffee Publicity Association, London, is a consumption figure in the United Kingdom of 1,000,000 bags of coffee a year.

AUGUST, 1957

## FAIRCHILD & BOLTE

120 WALL STREET

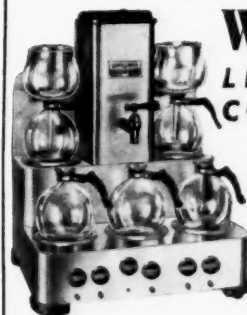
NEW YORK

### Green Coffee

AGENTS AND BROKERS  
REPRESENTING  
BRAZILIAN and MILD SHIPPERS

#### Members:

NATIONAL COFFEE ASSOCIATION  
GREEN COFFEE ASSN. OF N.Y.C.  
N.Y. COFFEE AND SUGAR EXCHANGE



## WHITE CROSS LEADERSHIP IN COFFEE MAKING!

THE  
SPEEDMASTER

Gas or Electric

Exclusive filter process assures  
no waste, no sediment, full rich  
flavor. More coffee per hour  
than any unit of similar size.

Write for information  
ALL MODELS AVAILABLE  
Gas or Electric (also plug-ins)

FOR HOTELS — RESTAURANTS — CLUBS

## WHITE CROSS

NATIONAL STAMPING & ELECTRIC WORKS  
2215 CLARK AVENUE ST. LOUIS 3, MO.

## ***On the menu***

Developments among public feeding outlets

### **Iced coffee will increase total volume this summer, Hotel New Yorker says**

Total customer receipts at the three Hotel New Yorker restaurants will be increased this summer by an upswing in iced coffee consumption.

This was predicted by Jay White, food and beverage manager, in an article in *Restaurant Management*.

Capitalizing on the popularity of good iced coffee has been one way to increase the restaurants' sales, Mr. White said.

"The food and beverage department last year devised a method of preparing iced coffee that overcame the customer's complaints of weak coffee due to dilution from the ice," he explained.

"This method is very simple. We first brew approximately 40 gallons of coffee, using a ration of two and one-half gallons of water to a pound of coffee. The coffee is then frozen into a 300-pound block of ice. From this we cut approximately 2,185 coffee ice cubes.

"Serving is simple. We add several coffee ice cubes to a 10-ounce glass and pour over them our regular strength coffee, made at a ratio of one pound for each two gallons of water. Our normal charge is 20¢ a glass. Last summer, our iced coffee sales jumped to an average daily serving of more than 1,200 glasses a day.

"This summer, we plan to introduce a variety of iced coffees, including iced coffee topped with whipped cream. We plan too, to take advantage of our soda counter in the Coffee House to feature iced coffee served with ice cream. The flavors we plan to use are vanilla, chocolate, strawberry, coffee, peach, plus black cherry and black raspberry, in season.

"We are confident that, like our hot coffee sales, good iced coffee, properly brewed and served in many unusual, tasty ways, will capture the fancy of our many out-of-town customers. We expect too, at the rate our sales are going now, to show quite a gain in our overall coffee sales. This is good news, for we can safely predict that increased consumption of iced coffee this summer will be reflected in our total customer receipts."

### **Stainless steel gridded riser**

#### **for urns introduced by Cecilware**

A gridded riser designed to get an even bed of ground coffee in the urn bag and thereby achieve a more uniform extraction has been introduced by the Cecilware-Commodore Products Corp., New York City.

Gridded risers like this one are an answer to the drooping urn bag, the Coffee Brewing Institute said last fall. (See: "CBI launches 'seeing is believing' program," October, 1956, *COFFEE & TEA INDUSTRIES*, Page 11.)

Drooping urn bags are responsible for spoiling the brew in all too many instances, CBI said.

The Cecilware gridded riser is made entirely of stainless steel. It uses a standard coffee bag, which is firmly seated in the riser.

MEMBER OF



**THE GREAT ATLANTIC & PACIFIC TEA CO.**

**IMPORTERS, ROASTERS, RETAILERS  
OF FINE COFFEE**

Represented in

**BRAZIL AND COLOMBIA**

By the

**AMERICAN COFFEE CORPORATION**

The grids are spaced two inches apart to form many drainage points. This lets the water through the coffee bed quickly, and with more uniform extraction.

The riser is available in six standard sizes to fit all coffee urns.

#### **Drug store builds coffee-break with new approach — regular bills to employers**

The coffee is on the house during the morning break at Huff Drug Store, Dunright, Okla.

The proprietor, Howard R. Huff, got the idea that maybe some of the firms in the area would foot the bill and let the employees have the coffee free.

The employers liked the idea, and now Mr. Huff has 42 sponsoring firms. Every seven weeks each sponsor gets a bill for \$5 to cover the free coffee.

"I figured I would run about 100 cups a day," Mr. Huff said, "and that's the basis of the \$5 fee. Some days we give away 150 to 200, but on others it drops to 75 or 80."

Mr. Huff said sometimes he loses money, but extra business helps make up any loss.

There is no limit on how many cups a person can have between the break of 9 a.m. to 10:30 a.m. daily. Even tourists are welcome.

Mr. Huff said the merchants aren't complaining about everyone meeting at his drug store.

"In fact, most of them are here. There's a lot of business done over those coffee cups. They drill oil wells and they drill dry holes.

"One customer says he sells more in here than he does at his store."

#### **Old Judge Foods sold by Wick to Shaffer Stores,**

##### **R. C. Williams Co.; Brennan heads coffee sales**

An active controlling interest in the Old Judge Foods Corp., St. Louis, has been sold by Joe G. Wick to Shaffer Stores and R. C. Williams & Co.

Mr. Wick resigned as president and treasurer, and James S. McClellan resigned as a member of the board of directors.

The corporation operates the Old Judge Coffee Co., St. Louis, the Airlines Food Division, New York City, and the Goodwin Jelly and Preserves Division, Louisville.

Michael J. Curley, new president of Old Judge Foods, said the incoming management will follow the firm's 99 year old policy of "quality products at prices people can afford to pay."

James L. Brennan will continue as general sales manager of Old Judge Coffee. Mr. Brennan, in announcing the new plans to the Old Judge sales organization, said he believed Old Judge would now be in a better position to strengthen its leadership than ever before in its history.

In addition to Mr. Curley's election as president, John W. Bush was named board chairman, Carl F. Hull executive vice president, Robert M. Curley, secretary, and James C. Webster, assistant secretary.

#### **Heads Cleveland sales office for Nestle**

Robert L. Cieri, assistant region manager of the Cleveland, Ohio sales office of The Nestlé Co., Inc., has been named manager.

AUGUST, 1957

## **Coffee**

**Agents for reliable Shippers in  
Producing Countries**

**Specializing in**

**BRAZILS  
COLOMBIANS  
VENEZUELAN**

**Byrne, Delay & Co.**

**Cable Address:  
"VICAPE"**

**104 Front Street  
New York 5, N. Y.**

**302 Magazine St.  
New Orleans 12, La.**



**HOT OR ICED**

*It's  
Coffee-er Coffee!*

**S. A. SCHONBRUNN & Co., Inc. • 77 Water Street, New York, N.Y.**



## Marketing

advertising . . . merchandising . . . promotion

### Mounting competition seen for shelf space in fewer but bigger supermarkets

Significant developments in the sale and distribution of grocery products have radically changed the climate in which grocery manufacturers operate today.

This was pointed out by Charles G. Mortimer, president of the General Foods Corp., at the firm's annual meeting.

The number of outlets through which our products are distributed is declining," he said. "At the same time, an ever-increasing volume of business is handled through the fewer but much larger grocery supermarkets."

He pointed out that in 1939 some 112,000 grocery stores, or about 25% of the total, did 70% of the grocery business.

In 1960, he continued, it has been predicted that as few as 25,000 big supermarkets, or about 10% of all grocery stores, will handle that same 70% of the total grocery business.

One of the chief results of this trend will be a mounting intensity in the competitive arena of the retail supermarket, where a hard-hitting contest is going on every day for shelf space.

### PACB names agency for Canadian advertising

Vickers and Benson, Ltd., Montreal agency, has been appointed to handle the Pan-American Coffee Bureau's advertising in Canada. Vito Sa, PACB president, has announced.

The Bureau's new program, aimed at increasing coffee consumption in Canada, is scheduled to begin in the fall.

Although PACB has done advertising in Canada in recent years, this is the first time it has employed a full-time agency in Canada.

"Our decision to appoint a full-time Canadian advertising agency was prompted by the increasing market for coffee in Canada," Mr. Sa stated. "During the past five years, coffee imports have increased almost 24%.

### "Block-buster" promotion unleashes new sales power for Folger's Coffee

Powerful impetus to Folger's Coffee sales on the West Coast is being provided by a new radio and television program, the Block-Buster Quiz.

A show with a new twist, the Block-Buster Quiz phones housewives all over a metropolitan and immediate surrounding area, asks a simple question, and rushes prizes to winners by special Block-Buster cars—while the program is still on the air.

Every person who correctly answers the question is assured of winning a free Westinghouse appliance, free Folger's Coffee, or both. If the winner is using Folger's Coffee, every person in her block is awarded a pound of Folger's.

The prize list includes Westinghouse Laundromats, dryers, portable television sets, vacuum cleaners and many others.

The show is telecast and broadcast simultaneously.

### Private label coffee promotion boosts sales in N. Y. supermarket

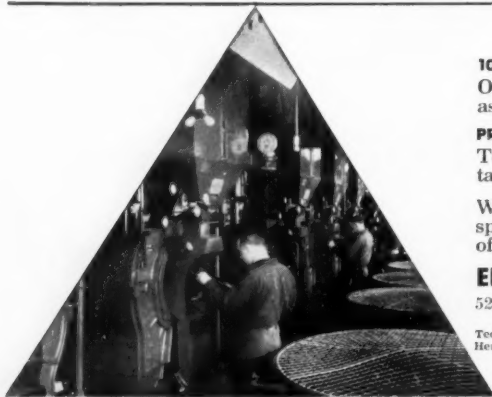
"We sold more coffee in one afternoon than we usually do in a week!", says buyer Seymour Simpson, following introductory promotion of private label can coffee at Garden Supermarkets, well-known New York City chain. Cans were of pound size in attractive yellow and green design.

The Nathor Coffee Roasting Corp., New York City, supplier of Garden's private label coffee, ran the promotion for the chain.

Demonstrators were stationed at strategic spots in the markets near checkout counters, yet far enough from registers to avoid traffic snarls. Customers were served Garden Coffee from coffeemakers kept hot on electric plates. Sugar and cream were available to suit individual tastes.

Large build-ups near demonstrators prominently displayed the coffee. Cans were attractively stacked around cement columns. Announcements were made periodically over store loudspeakers calling attention to the demonstrations and the special introductory price on Garden Coffee. Posters in special fluorescent inks were pasted in all store windows.

The promotion not only increased sales in the coffee department but also brought heavy traffic to surrounding



#### 101 REASONS WHY WE CAN SERVE YOU BETTER

Our 101 years of service, combined with the most modern facilities, are your assurance of the highest quality.

#### PRIVATE LABEL BLENDING, ROASTING, PACKING

Tea Bag Packing — to specifications. Vacuum Tins, 1-lb. Paper Bags, Restaurant Packs, 2-oz., 4-oz., and 6-oz. Instant.

We offer you a complete service: Supplying green coffee, roasting to your specifications, blending to your standard, packing under your label. Samples of your coffee matched and prices quoted.

**EPPENS, SMITH CO., INC.** — Direct Importers of Coffee and Tea  
520 Secaucus Road, Secaucus, New Jersey • Telephone LOngacre 3-6264

Ted Seidel, Manager, Baltimore: 4033 West Rogers Ave. • E. Lee Foster, Manager, Boston: 156 State St.  
Herbert Powers, Manager, Philadelphia: 53 S. Front Street • Buying Office, New York: 100 Front Street

counters, resulting in one of the best sales days in stores' history, it was reported.

"Success of the demonstrations must be attributed to cooperation obtained from all concerned," said Mr. Simpson. "Nathor was extremely helpful in setting up displays and obtaining and instructing demonstrators. Knowing that we have a quality coffee, customer reaction was naturally extremely favorable to samples."

Nathor is supplying Garden and many other supermarkets in the New York area and other sections throughout the country with a private label roasted coffee. Nathor also recently introduced a private label instant produced by an affiliate, the East Coast Coffee Corp., New York City.

#### **Martinson's Coffee hits musical note**

##### **in Lewisohn Stadium Concerts Review**

A musical theme is used to advertise Martinson's Coffee in the Stadium Concerts Review.

The publication is distributed free at all Lewisohn Stadium concerts, New York City's open-air musical series now in its 40th year.

Martinson's ad has a one word headline, "Allegro".

An asterisk next to the word leads to this one line note at the bottom: "also means a sprightly cup of coffee, quickly." Pictured is a jar of Martinson's Instant Jomar Coffee.

The New York Times said it is likely that an advertisement placed in the program in 1947 for Martinson's Coffee attracted the widest attention. It pictured some musical notes headed simply, "Larghetto," and giving

only the treble clef. Single notes appeared on the staff in the form of a steaming cup.

Readers were asked to study the music, described only as "a theme from a well-known musical composition by a great composer." Those who correctly named the composer were to receive a half-pound of Martinson's free.

But the company ran into more experts than it bargained for, and after 800 half-pounds were distributed, the advertisement was changed.

#### **New band remover said to prevent**

##### **accidents in opening coffee cans**

Insurance companies pay out from \$3,000,000 to \$5,000,000 a year for injuries caused in removing metal bands from cans, according to Bell-O-Matic, Inc., Compton, Calif., manufacturers of a new metal can band remover which they say does the job quickly and safely.

The company points out that most such accidents are caused by the band ravelling off the key. Then the user gets a rag and tries to pull the band, and it sometimes slips and injures the hand and fingers.

The new band remover is made of steel, with nickel finish. The handle is of especially strong high carbon steel, heat treated to insure long, trouble-free life.

The band remover is suitable for restaurants, homes, schools and institutions, Bell-O-Matic said.

It can be used by coffee roasters as a gift, premium or mail order item.

The retail price is \$1.00, postpaid.

**C. A. MACKEY & CO.**  
**Incorporated**

**IMPORTERS-COFFEE**

**ESTABLISHED 1914**

**111 WALL ST. NEW YORK**



CBI's Technical Advisory Committee, meeting in the Chemist's Club, New York City. Seated, from left: Fred Baselt, Dr. Samuel Prescott, Dr. Leon Greenberg and Dr. Gordon Mackinney. Standing: Dr. Robert Tischer, Eugene G. Laughery, Dr. Harold Levenson, Dr. Clinton Chichester, Dr. Fred Deatherage and Dr. Ernest Lockhart.

### Coffee research projects discussed

#### by CBI Technical Advisory Committee

Research opening doors to new knowledge of coffee was reviewed at a meeting of the Technical Advisory Committee of the Coffee Brewing Institute, held at the Chemists' Club, New York City.

Among the topics discussed were color and its relation to flavor and roast control, the analysis of aroma and the part this technique is playing in a better understanding of flavor development, and the measurement of solubles in coffee as an indicator of beverage quality.

The group, made up of leading scientists who over the past four years have contributed advice and counsel to CBI on its technical program, also heard a report on experiments being conducted to determine whether coffee causes sleeplessness. Because this work is still underway, no conclusions could be offered.

The discussion on color was conducted by Dr. Gordon Mackinney, of the University of California, who has done extensive work on the subject for CBI and who is the author of a monograph entitled, "On the Color of Coffee."

Dr. Mackinney analyzed the factors associated with color development of the coffee bean during the roasting process and concluded that while different roasting conditions might yield roasts of similar color, the flavors would be different. Heat input, temperature, load and initial moisture content all play a role in the final flavor

quality and in the control of uniformity, he said.

Aroma analysis and the results of using this technique were reviewed by Dr. Ernest E. Lockhart, CBI scientific director, who also demonstrated its value for control in packaging and its application to the preparation of instant coffee.

Dr. Lockhart also led a discussion dealing with the development of a technique for the measurement of solubles extracted during the brewing process and how it can be used as an indicator of beverage quality or of equipment performance.

Dr. Leon Greenberg, of Yale University, discussed the stimulating effects of coffee and concluded that it may be more effective in setting the stage for action than in speeding up physical response.

Those present, in addition to CBI personnel, included Dr. Samuel C. Prescott, Massachusetts Institute of Technology; Dr. Fred E. Deatherage, Department of Agricultural Biochemistry, Ohio State University; Dr. Greenberg; Dr. Mackinney; Dr. Harold Levenson, Maxwell House Division, General Foods Corp.; Fred Baselt, American Can Co.; Dr. Robert G. Tischer, Quartermaster Food and Container Institute for the Armed Forces; and Dr. C. O. Chichester, Department of Food Technology, University of California.

### Dr. Lockhart debunks anti-coffee

#### claims by speaker at sect meeting

Despite the claims of certain religious sects, coffee is not habit forming, according to Dr. Ernest E. Lockhart, scientific director for the Coffee Brewing Institute.

CBI issued the statement by Dr. Lockhart to the press in response to newspaper reports of anti-coffee claims by Dorothea Van Gundy at the annual state conference of Seventh Day Adventists in West Virginia.

Miss Van Gundy, according to the reports, told the conference in Parkersburg that the coffee break was weakening the nation's health. She said that coffee was habit forming and caused headaches.

"Caffeine," Dr. Lockhart pointed out "is a non-cumulative, non-habit forming substance which is present in a cup of coffee in relatively small amounts. By non-cumulatives we mean that it does not build up in the human system.

"If any habit is involved it is only the one enjoyed by 100,000,000 Americans who look forward several

## ETHIOPIAN COFFEES

DJIMMA
HARRAR

**SJM**

← Symbols of Quality →

**ALKIS**

**S. J. MAGDALINOS**  
ADDIS-ABEBA, ETHIOPIA

Exclusively represented in the United States & Canada by **DOBBELEER COMPANY**  
17 Battery Place, New York

times a day to the pleasure of a cup of coffee.

"As far as causing headaches, which some uninformed people claim, caffeine is often prescribed by the medical profession as a cure for them," Dr. Lockhart concluded.

#### Survey of 1955 coffee literature issued

"A Supply of World Literature on Coffee—1955," the third study in an annual series of scientific reports, by Dr. Ernest E. Lockhart, scientific director of the Coffee Brewing Institute, and Fred E. Blomhardt, librarian, Concord Public Library, Mass., has been published by CBI.

A guide to the pertinent global coffee literature of 1955, the survey notes works in coffee economics and world trade, cultivation, pests and diseases, cleaning and processing, roasting, brewing, soluble and coffee extracts, etc.

In the realm of general and historical literature, the authors mention as "the most notable work in this category" Andres Uribe C.'s "Brown Gold."

#### New committee members named by NCA

New members on standing committees and formation of one new committee have been announced by the National Coffee Association.

The new committee is on coffee technology and research. Its purpose is to examine new developments in these fields and to report on the significant ones to the industry.

Chairman of the committee is John E. Mazzei, S. A.

Schonbrunn & Co., Inc. Also on the committee are J. D. Anderson, Southland Coffee Co.; R. F. Brucksieker, Woolson Spice Co.; Walter Emmerling, McCormick & Co., Inc.; Hans A. Fraenkel, L. Neugass & Co., Inc.; John D. Phillips, Tea & Coffee Trade Journal Co.; Peter R. Rubinelli, Star Coffee Co.; Bernard Sachs, Coffee & Tea Industries, and C. Bennett Fongaro, The Borden Co.

Appointed as new members of NCA's Public Relations Advisory Committee were William Hesse, Benton & Bowles, Inc.; George Gordon Paton, publisher of Complete Coffee Coverage; and J. Anson Sim, Imperial Commodities Corp.

Already on this committee were Fred C. Byers, chairman, who is with Hills Bros. Coffee, Inc.; Donald Cady, The Nestle Co., Inc.; and Edwin J. Walker, Byrne, Delay & Co.

Named to the Soluble Coffee Committee were Edward Bransten, MJB Co.; John E. Mazzei, S. A. Schonbrunn & Co., Inc.; Earle H. Selby, Penndale, Inc.; and George White, General Foods Corp.

These appointments were additions to the committee, which included Dr. R. A. Reinecke, of American Home Foods, Inc., as chairman; Edward Aborn, Tenco, Inc.; E. B. Ackerman, Otis McAllister; Russell E. Atha, J. A. Folger & Co.; Joseph Blumlein, S & W Fine Foods, Inc.; B. F. Close, B. F. Close Co.; George Harrison, Harrison Coffee Corp.; Frank E. Hodson, Eppens, Smith Co., Inc.; Thomas W. Kelly, Breed, Abbot & Morgan; Charles Leister, The Nestle Co., Inc.; John F. McKiernan, National Coffee Association; and Austin A. O'Brien, Byrne, Delay & Co.

## THE WORLD'S BEST MILD COFFEES

FOR YOUR BEST BLENDS USE  
THE BEST MILD COFFEES IN  
THE WORLD WHICH ARE  
PRODUCED IN :

**COSTA RICA • CUBA •  
DOMINICAN REPUBLIC •  
ECUADOR • EL SALVADOR •  
GUATEMALA • HAITI •  
HONDURAS • MEXICO • NICARAGUA •  
PANAMA • PERU •  
PUERTO RICO • VENEZUELA**

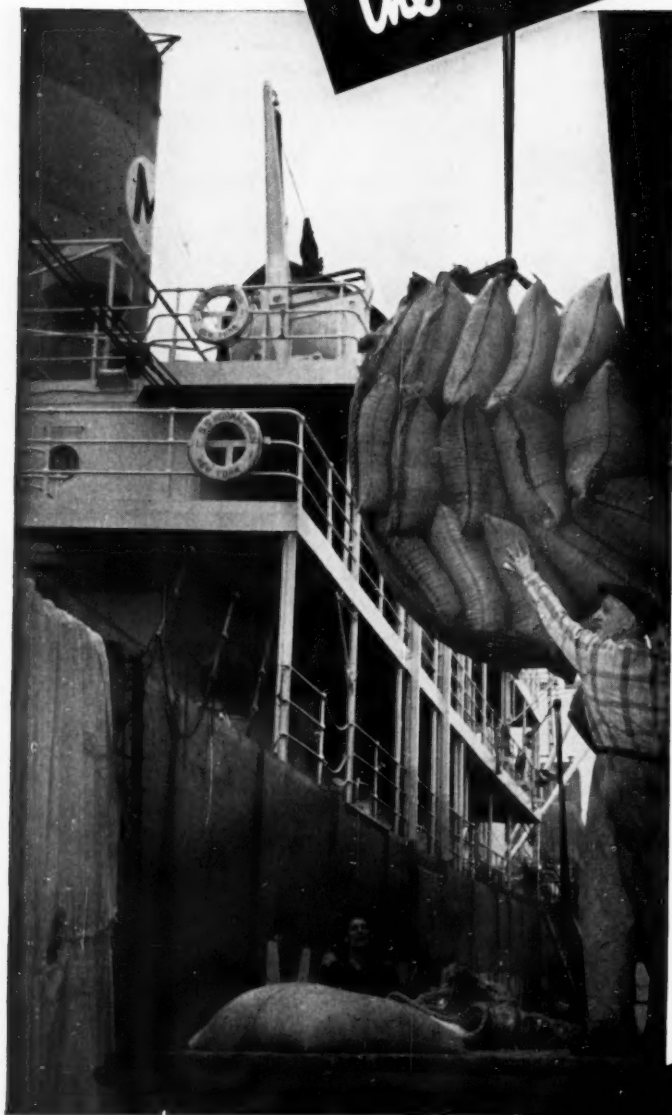
**FEDECAME • (FEDERACION CAFETALERA DE AMERICA)**  
ADDRESS: FEDECAME • BOX 739 • SAN SALVADOR, EL SALVADOR, C.A.



# SHIPS.....

*the essential factor*

## in the COFFEE TRADE



Without ships, the American public would know coffee only as a rare and expensive luxury. Ships are an essential factor in the coffee trade.

To the maintenance of that trade, Moore-McCormack Lines devotes a major share of its operations. Its large fleet of modern ships, including the fast passenger-cargo liners of the Good Neighbor Fleet and big C-3 cargo liners which are the last word in efficiency, keeps coffee moving in an unceasing flow from Brazil northward to the United States.

The coffee trade can rest assured that, in the future as in the past, Moore-McCormack Lines will consistently devote its energies to the kind of service—swift, frequent and dependable—which will serve the best interests of the industry and the American consumer.

**MOORE-McCORMACK**  
*Lines*  
5 Broadway New York 4

OFFICES IN PRINCIPAL CITIES OF THE WORLD

# Ship sailings

## A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

Ahl Trans Car—Ahlmann Trans Caribbean Line  
Alcoa—Alcoa Steamship Co.  
Am-Exp—American Export Lines  
Am-Pres—American President Lines  
Arg-State—Argentine State Line  
Am-W Afr—American-West African Line  
B-Afr—Belgian African Line  
Barb-W'n—Barber Wilhelmsen Line  
Barb-Frn—Barber-Fern Line  
Barb-W Afr—Barber-West African Line  
Brodin—Brodin Line  
Col—Columbus Line  
Cunard—Cunard Service  
Delta—Delta Line  
Dodero—Dodero Lines  
Dreyfus—Dreyfus Lines  
Ell-Buck—Ellerman & Bucknell S.S. Co.  
Farrell—Farrell Lines  
Grace—Grace Line  
Granco—Transportadora Gran Colombiana, Ltda.  
Gulf—Gulf & South American Steamship Co., Inc.  
Hellenic—Hellenic Lines Ltd.

Hol-Ins—Holland-Interamerica Line  
Independence—Independence Line  
Isthmian—Isthmian Lines, Inc.  
JavPac—Java-Pacific Line  
Lamp-Ho—Lampport & Holt Line, Ltd.  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Maersk—Maersk Line  
Mam—Mamenic Line  
Mormac—Moore-McCormack Lines, Inc.  
Nedlloyd—Nedlloyd Line  
Nopal—Northern Pan-American Line  
Norton—Norton Line  
PAB—Pacific Argentine Brazil Line  
PacFar—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
Pioneer—American Pioneer Line  
Prince—Prince Line, Ltd.  
PTL—Pacific Transport Lines, Inc.  
R Neth—Royal Netherland Steamship Co.  
Robin—Robin Line  
Royal Inter—Royal Inter-ocean Lines  
SCross—Southern Cross Line  
Sprague—Sprague Steamship Line  
Swed-Am—Swedish American Line  
Torm—Torm Lines  
UFruit—United Fruit Co.  
Wes-Lar—Westfal Larsen Co. Line  
Yamashita—Yamashita Line

### Abbreviations for ports

At—Atlantic ports  
Ba—Baltimore  
Bo—Boston  
CC—Corpus Christi  
Ch—Chicago  
Chsn—Charleston  
Cl—Cleveland  
De—Detroit  
Ga—Galveston  
Gf—Gulf ports  
Ha—Halifax  
Ho—Houston  
HR—Hampton Roads  
Jx—Jacksonville  
LA—Los Angeles  
Ml—Montreal  
Mo—Mobile  
NO—New Orleans  
NY—New York  
Nf—Norfolk  
NN—Newport News  
Pa—Philadelphia  
Po—Portland  
PS—Puget Sound  
Sa—Savannah  
SF—San Francisco  
Se—Seattle  
St Jo—Saint John  
Ta—Tacoma  
Va—Vancouver  
Wi—Wilmington

## COFFEE BERTHS

SAILS	SHIP	LINE	DUE
<b>ABIDJAN</b>			
8/14	Del Aires	Delta	N08/22
8/21	Del Sol	Delta	N09/7
9/19	Del Oro	Delta	N010/6
10/14	Del Santos	Delta	N010/30
<b>AMAPALA</b>			
8/11	Copan	UFruit	Cp 8/14 NY8/22
<b>BARRANQUILLA</b>			
8/10	La Rioja	Granco	Pa8/22 Ba8/23 NY8/24
8/13	Santa Ana	Grace	NY8/24 Pa8/24
8/23	Lovland	UFruit	NY8/29
8/23	Santa Fe	Grace	LA9/12 SF9/14 PS9/21
9/6	Lily Nielsen	UFruit	NY9/12
<b>BARRIOS</b>			
8/10	Candida	UFruit	NY8/17
8/12	Cubahama	UFruit	Ho8/16
8/14	Leon	UFruit	N08/17
8/18	Byfjord	UFruit	NY8/25
8/21	Telde	UFruit	N08/25
8/22	Cubahama	UFruit	Ho8/26
8/24	Christiane	UFruit	NY8/31
8/28	Leon	UFruit	N08/31
9/1	Jersbek	UFruit	NY9/8
9/2	Cubahama	UFruit	Ho9/6
9/4	Telde	UFruit	N09/8
9/7	Candida	UFruit	NY9/14
9/14	Barrios	UFruit	NY9/21

SAILS	SHIP	LINE	DUE
<b>BUENAVENTURA</b>			
8/11	Popayan	Granco	Ho8/21 N08/25
8/12	Ibague	Granco	Pa8/20 Ba8/21 NY8/22
8/13	Santa Cecilia	Grace	NY8/20
8/14	Gulf Banker	Grace	Ho8/22 N08/25
8/16	Santa Leonor	Grace	LA8/26 SF8/28 PS9/3
8/24	Gulf Farmer	Gulf	Ho9/1 N09/4
8/26	Santa Fe	Grace	LA9/12 SF9/14 PS9/21

SAILS	SHIP	LINE	DUE
8/10	Santa Rosa	Grace	NY8/14

SAILS	SHIP	LINE	DUE
<b>CORTES</b>			
8/10	Cubahama	UFruit	Ho8/16
8/13	Byfjord	UFruit	NY8/25
8/16	Lempa	UFruit	N08/20
8/19	Christiane	UFruit	NY8/31
8/20	Cubahama	UFruit	Ho8/26
8/23	La Playa	UFruit	N08/27
8/27	Jersbek	UFruit	NY9/8
8/30	Lempa	UFruit	N09/3
8/31	Cubahama	UFruit	Ho9/6
9/2	Candida	UFruit	NY9/14
9/6	La Playa	UFruit	N09/10
9/9	Byfjord	UFruit	NY9/21

SAILS	SHIP	LINE	DUE
<b>CRISTOBAL</b>			
8/15	Copan	UFruit	NY8/22
8/16	Telde	UFruit	N08/25

SAILS SHIP LINE DUE

### DAR es SALAAM

8/18	Drake Victory	Lykes	Gulf 9/25
8/20	Samarinda	Nedlloyd	NY9/22 LA10/10 SF10/14 Po10/18 Se10/22 Val10/26
9/1	Afr Lightning	Farrell	NY9/29
9/8	Lombok	Nedlloyd	NY10/11 LA10/29 SF11/2 Poll/6 Sell/10 Vall/14
10/1	Afr Dawn	Farrell	NY10/30
10/2	Sarangani	Nedlloyd	NY11/6 LA11/24 SF11/28 Pol2/2 Se12/6 Val2/10

### GUAYAQUIL

8/10	Ibague	Granco	Pa8/20 Ba8/21 NY8/22
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### LA UNION

8/10	Vera Cruz	UFruit	Cr <sup>2</sup> 8/14 N08/25
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### LIMON

8/12	Catherine Sartori	UFruit	NY8/23
8/19	Orotava	UFruit	N08/28
8/19	Lovland	UFruit	NY8/29
8/26	A steamer	UFruit	NY9/6
9/2	Lily Nielsen	UFruit	NY9/12
9/9	Catherine Sartori	UFruit	NY9/19

### LOBITO

8/11	Lubumbashi	B-Afr	NY9/1
8/18	Afr Patriot	Farrell	NY9/17
8/30	Afr Glen	Farrell	NY9/25
9/4	Afr Glade	Farrell	NY10/4

### LUANDA

8/12	Del Sol	Delta	N09/7
8/14	Afr Patriot	Farrell	NY9/17

SAILS SHIP LINE DUE

8/26	Afr Glen	Farrell	NY9/25
8/31	Afr Glade	Farrell	NY10/4
9/10	Del Oro	Delta	N010/6
10/5	Del Santos	Delta	N010/30

### MARACAIBO

8/10	Santa Monica	Grace	NY8/21 Pa8/19
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### MATADI

8/10	Del Sol	Delta	N09/7
8/11	Afr Patriot	Farrell	NY9/17
8/28	Afr Glade	Farrell	NY10/4
9/1	Afr Glen	Farrell	NY9/25
9/7	Del Oro	Delta	N010/6
10/2	Del Santos	Delta	N010/30

### MOMBASA

8/21	Afr Lightning	Farrell	NY9/29
8/25	Samarinda	Nedlloyd	NY9/22 LA10/10 SF10/14 Po10/18 Se10/22 Val10/26
9/8	Lombok	Nedlloyd	NY10/11 LA10/29 SF11/2 Poll/6 Sell/10 Vall/14
9/21	Afr Dawn	Farrell	NY10/30
10/2	Sarangani	Nedlloyd	NY11/6 LA11/24 SF11/28 Pol2/2 Se12/6 Val2/10

### PARANAGUA

8/10	Del Monte	Delta	N08/31 Ho9/5
8/10	Paraguai	Lloyd	NY9/2
8/12	Mormacpine	Mormac	NY8/29 Pa9/1 Ba9/3 Bo9/5 MI9/9
8/14	Mormacsurf	Mormac	LA9/16 SF9/18 Va9/22 Se9/28 Po10/1
8/16	Siranger	Wes-Lar	LA9/20 SF9/23 Po9/28 Se9/30 Val0/1
8/16	Sagoland	Brodin	Ba9/4 NY9/6 Pa9/10 Bo9/12 MI9/16
8/17	Mormacowl	Mormac	NY9/5 Bo9/8 Pa9/10 Ba9/12
8/17	Del Rio	Delta	N09/7 Ho9/12

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SAILS	SHIP	LINE	DUE
8/20	Canada	Lloyd	NY9/12
8/21	Mormacstar	Mormac	Jx9/7 NY9/11 Bo9/13 Pa9/15 Ba9/17 Nf9/18
8/22	Mormacgulf	Mormac	LA9/27 SF9/30 Va10/4 Se10/10 Po10/13
8/24	Appingedyk	Hol-Int	NY9/10 Bo9/12 Pa9/14 Ba9/15 HR9/17
8/27	Mormacwren	Mormac	Ba9/14 Pa9/16 NY9/18 Bo9/20 M19/24
8/30	Venezuela	Lloyd	NY9/22
8/31	Del Valle	Delta	N09/21 Ho9/26
9/1	Mormacoak	Mormac	NY9/18 Bo9/21 Pa9/23 Ba9/24
9/4	Mormacork	Mormac	Jx9/21 NY9/25 Bo9/27 Pa9/29 Ba10/1 Nf10/2
9/5	Mormacrey	Mormac	LA10/9 SF10/12 Va10/16 S10/22 Po10/25
9/9	Mormacswan	Mormac	NY9/28 Bo10/1 Pa10/3 Ba10/4
9/10	Chile	Lloyd	NY10/1
9/14	Del Alba	Delta	N010/5 Ho10/10
9/20	Bolivia	Lloyd	NY10/12
9/21	Del Mundo	Delta	N010/13 Ho10/18
9/30	Domingos	Lloyd	NY10/22

#### RIO de JANEIRO

8/12	Mormacsurf	Mormac	LA9/16 SF9/18 Va9/22 Se9/28 Po10/1
8/14	Argentina	Mormac	NY8/26
8/14	Del Monte	Delta	N08/31 Ho9/5
8/16	Paraguay	Lloyd	NY9/2
8/17	Rio de La Plata	ArgState	NY8/31
8/20	Mormacgulf	Mormac	LA9/27 SF9/30 Va10/4 Se10/10 Po10/13
8/21	Sagoland	Brodin	Ba9/4 NY9/6 Pa9/10 Ba9/12 M19/16
8/21	Del Rio	Delta	N09/7 Ho9/12
8/24	Siranger	Wes-Lar	LA9/20 SF9/23 Po9/28 Se9/30 Va10/1
8/25	Mormacstar	Mormac	Jx9/7 NY9/11 Bo9/13 Pa9/15 Ba9/17 Nf9/18
8/26	Canada	Lloyd	NY9/12
8/29	Del Mar	Delta	N09/11 Ho9/16
8/31	Rio Jachal	ArgState	NY9/14
9/3	Mormacrey	Mormac	LA10/9 SF10/12 Va10/16 Se10/22 Po10/25
9/4	Mormacoak	Mormac	Ja9/21 NY9/25 Bo9/27 Pa9/29 Ba10/1 Nf10/2
9/4	Del Valle	Delta	N09/21 Ho9/26
9/6	Venezuela	Lloyd	NY9/22
9/12	Del Norte	Delta	N09/25 Ho9/30
9/14	Mormacswan	Mormac	NY9/28 Bo10/1 Pa10/3 Ba10/4
9/14	Rio Tunuyan	ArgState	NY9/28
9/16	Chile	Lloyd	NY10/1
9/18	Del Alba	Delta	N010/5 Ho10/10
9/26	Bolivia	Lloyd	NY10/12
9/26	Del Mundo	Delta	N010/13 Ho10/18
10/3	Del Sud	Delta	N010/16 Ho10/21
10/6	Domingos	Lloyd	NY10/22

#### SANTOS

8/12	Argentina	Mormac	NY8/26
8/13	Del Monte	Delta	N08/31 Ho9/5
8/15	Mormacpine	Mormac	NY8/29 Pa9/1 Ba9/3 Bo9/5 M19/9
8/15	Paraguay	Lloyd	NY9/2
8/16	Rio de La Plata	ArgState	NY8/31
8/19	Sagoland	Brodin	Ba9/4 NY9/6 Pa9/10 Bo9/12 M19/16
8/20	Del Rio	Delta	N09/7 Ho9/12
8/20	Mormacsdrf	Mormac	LA9/16 SF9/18 Va9/22 Se9/28 Po10/1
8/21	Mormacowl	Mormac	NY9/5 Bo9/8 Pa9/10 Ba9/12
8/22	Siranger	Wes-Lar	LA9/20 SF9/23 Po9/28 Se9/30 Va10/1
8/24	Mormacstar	Mormac	Jx9/7 NY9/11 Bo9/13 Pa9/15 Ba9/17 Nf9/18
8/25	Canada	Lloyd	NY9/12
8/26	Appingedyk	Hol-Int	NY9/10 Bo10/12 Pa10/14 Ba9/15 HR9/17
8/28	Del Mar	Delta	N09/11 Ho9/16
8/30	Rio Jachal	ArgState	NY9/14
8/30	Mormacwren	Mormac	Ba9/14 Pa9/16 NY9/18 Bo9/20 M19/24
8/30	Mormacgulf	Mormac	LA9/27 SF9/30 Va10/4 Se10/10 Po10/13
9/2	Brazil	Mormac	NY9/16
9/3	Del Valle	Delta	N09/21 Ho9/26
9/4	Mormacoak	Mormac	NY9/18 Bo9/21 Pa9/23 Ba9/24
9/5	Venezuela	Lloyd	NY9/22
9/7	Mormacork	Mormac	Jx9/21 NY9/25 Bo9/27 Pa9/29 Ba10/1 Nf10/2
9/11	Del Norte	Delta	N09/25, Ho9/30
9/12	Mormacswan	Mormac	NY9/28 Bo10/1 Pa10/3 Ba10/4
9/13	Mormacrey	Mormac	LA10/9 SF10/12 Va10/16 Se10/22 Po10/25
9/13	Rio Tunuyan	ArgState	NY9/28
9/15	Chile	Lloyd	NY10/1
9/17	Del Alba	Delta	N010/5 Ho10/10
9/25	Bolivia	Lloyd	NY10/12
9/26	Del Mundo	Delta	N010/13 Ho10/18
10/3	Del Sud	Delta	N010/16 Ho10/21
10/5	Domingos	Lloyd	NY10/22

#### TANGA

8/20	Drake Victory	Lykes	Gulf 9/25
8/21	Samarinda	Nedlloyd	NY9/22 LA10/10 SF10/14 Po10/18 Se10/22 Va10/26



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SAILS	SHIP	LINE	DUE
8/26	Afr Lightning	Farrell	NY9/29
9A/9	Lombok	Nedlloyd	NY10/11 LA10/29 SF11/2 Pol1/6 Sel1/10 Val1/14
9/26	Afr Dawn	Farrell	NY10/30
10/5	Sarangani	Nedlloyd	NY11/6 LA11/24 SF11/28 Pol2/2 Sel2/6 Val2/10

#### VICTORIA

8/16	Del Monte	Delta	N08/31 Ho9/5
8/23	Del Rio	Delta	N09/7 Ho9/12
9/6	Del Valle	Delta	N09/21 Ho9/26
9/20	Del Alba	Delta	N010/5 Ho10/10
9/28	Del Mundo	Delta	N010/13 Ho10/18

#### TEA BERTHS

#### CALCUTTA

8/10	Exhibitor	Am-Exp	Bo9/13 NY9/15
8/20	Sonnabind	Hellenic	NY9/22 N09/29
8/23	Exchange	Am-Exp	Bo9/27 NY9/29
9/8	Surveyor	Isthmian	N010/16
9/10	Express	Am-Exp	Bo10/14 NY10/16
9/22	Hero	Hellenic	NY10/21 N010/27
9/22	Exemplar	Am-Exp	Bo10/27 NY10/29

#### COCHIN

8/14	Executive	Isthmian	Bo9/6 NY9/7
8/19	Exhibitor	Am-Exp	Bo9/13 NY9/15
8/31	Sonnabind	Hellenic	NY9/22 N09/29
8/31	Director	Isthmian	Bo9/23 NY9/24
9/2	Exchange	Am-Exp	Bo9/27 NY9/29
9/18	Scientist	Isthmian	Bo10/11 NY10/12
9/19	Express	Am-Exp	Bo9/14 NY9/16
9/30	Hero	Hellenic	NY10/21 N010/27
10/1	Admiral	Isthmian	Bo10/24 NY10/25
10/1	Exemplar	Am-Exp	Bo10/27 NY10/29
10/17	Fabricator	Isthmian	Bo11/9 NY11/10

#### COLOMBO

8/12	Executive	Isthmian	Bo9/6 NY9/7
8/13	Ines	Isthmian	N09/17
8/16	Exhibitor	Am-Exp	Bo9/13 NY9/15
8/19	Belleville	Barb-Frn	Bo9/22 Ba9/24 Gulf 9/29
8/20	Anna	Maersk	NY9/19 ML10/4
8/29	Sonnabind	Hellenic	NY9/22 N09/29
8/29	Director	Isthmian	Bo9/23 NY9/24
8/30	Exchange	Am-Exp	Bo9/27 NY9/29
9/2	Fernsea	Barb-Frn	Bo10/6 Ba10/8 Gulf 10/13
9/8	Hulda	Maersk	NY10/7 ML10/20
9/13	Surveyor	Isthmian	N010/16
9/16	Scientist	Isthmian	Bo10/11 NY10/12
9/16	Express	Am-Exp	Bo10/14 NY10/16
9/19	Fernmoor	Barb-Frn	Bo10/21 Ba10/23 Gulf 10/28
9/20	Peter	Maersk	NY10/20 ML11/4
9/25	Exemplar	Am-Exp	Bo10/27 NY10/29
9/29	Hero	Hellenic	NY10/21 N010/27
9/29	Admiral	Isthmian	Bo10/24 NY10/25
10/8	Lars	Maersk	NY11/7 ML11/21
10/15	Fabricator	Isthmian	Bo11/9 NY11/10
10/20	Olga	Maersk	NY11/19 Ha12/5

#### DJAKARTA

8/18	Hulda	Maersk	NY10/7 ML10/20
8/19	Scientist	Isthmian	Bo10/11 NY10/12
8/28	Fernmoor	Barb-Frn	Bo10/21 Ba10/23 Gulf 10/28
8/31	Admiral	Isthmian	Bo10/24 NY10/25
9/7	Glenville	Barb-Frn	Bo11/6 Ba11/8 Gulf 11/13
9/16	Fabricator	Isthmian	Bo11/9 NY11/10
9/18	Lars	Maersk	NY11/7 ML11/21
9/28	Ferncliff	Barb-Frn	Bo11/19 Ba11/21 Gulf11/27

#### DJIBOUTI

8/19	Executive	Isthmian	Bo9/6 NY9/7
9/5	Director	Isthmian	Bo9/23 NY9/24
9/16	Exchange	Am-Exp	Bo9/27 NY9/29
9/23	Scientist	Isthmian	Bo10/11 NY10/12
10/6	Steel Admiral	Isthmian	Bo10/24 NY10/25
10/6	Exemplar	Am-Exp	Bo10/27 NY10/29
10/22	Fabricator	Isthmian	Bo11/9 NY11/10

SAILS SHIP LINE DUE

# HONG KONG

8/13	Keystone Mariner	PacFar	SF8/29
8/18	Maren	Maersk	LA9/12 NY9/26
8/28	Korean Bear	PacFar	SF9/13
9/3	Rita	Maersk	SF9/25 NY10/10
9/18	Effie	Maersk	LA10/11 NY10/25
10/3	Chastine	Maersk	SF10/26 NY11/11
10/18	Nicoline	Maersk	LA11/12 NY11/27

# KOBE

8/25	Maren	Maersk	LA9/12 NY9/26
9/9	Rita	Maersk	SF9/25 NY10/10
9/24	Effie	Maersk	LA10/11 NY10/25
10/9	Chastine	Maersk	SF10/26 NY11/11
10/25	Nicoline	Maersk	LA11/12 NY11/27

# SHIMIZU

8/11	Susan	Maersk	SF8/25 NY9/10
8/27	Maren	Maersk	LA9/12 NY9/26
9/11	Rita	Maersk	SF9/25 NY10/10
9/26	Effie	Maersk	LA10/11 NY10/25
10/11	Chastine	Maersk	SF10/26 NY11/11
10/27	Nicoline	Maersk	LA11/12 NY11/27

# YOKOHAMA

8/15	Susan	Maersk	SF8/25 NY9/10
8/31	Maren	Maersk	LA9/12 NY9/26
9/15	Rita	Maersk	SF9/25 NY10/10
9/30	Effie	Maersk	LA10/11 NY10/25
10/15	Chastine	Maersk	SF10/26 NY11/11
10/31	Nicoline	Maersk	LA11/12 NY11/27

<sup>2</sup> Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C. Z.

## coffee and donuts "taste mates"

(Continued from page 19)

(Baker) Donuts and Coffee  
(Baker) Donuts and (Roaster) Coffee  
Donuts and (Roaster) Coffee

2. Coffee roasters, with an eye to keeping costs down, can order imprinted display material jointly with local or regional bakers—thus effecting a saving for both roaster and baker.

3. Each year DCA distributes nearly 100,000 display kits. Alert coffee roasters will want to make sure that their brand of coffee will be featured in local tie-in advertising and in related item displays. Some coffee roasters will probably want to contact local bakers and work together in calling on major supermarkets and chain headquarters and also in getting up related items displays. Perhaps some roasters will also want to stage a sales boosting contest tie-in with the coffee and donuts promotion.

4. Publicity—coffee and donuts are strictly an all-American favorite. They just naturally go together and make good copy. So join forces with your local baker and work out a plan to tie-in your brand in local publicity by highlighting: dunking contests, local celebrities and teen-age "Taste Mates" parties.

## See more Mexico coffee sold to Europe

Mexico's prospects of increasing sales of her coffee to Europe are excellent, said Maclovio Piña, director of the National Coffee Producers Union.

AUGUST, 1957

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**Crops and countries**

coffee news from producing areas

**41,800,000 bags is USDA  
estimate of world coffee  
exportables for 1957-58**

World production of green coffee for the 1957-58 marketing season is estimated at 50,400,000 bags, according to the Foreign Agricultural Service of the United States Department of Agriculture. This would be an increase of 8.9% over the 1956-57 estimate of 46,300,000 bags.

Brazil's production is expected to increase by about 4,000,000 bags during the coming season, and some increases are expected for North America and Africa.

World exportable production for 1957-58 is estimated at 41,800,000 bags. The estimate for 1956-57 is now 36,300,000 bags. Most of the expected increase is in Brazil. A slight increase is predicted for Africa.

Green coffee production in North America for 1957-58 is expected to equal that for 1956-57.

Increased coffee yields resulting from better cultural practices will counteract the "off year" in the production cycle for the coming season in Central America.

The upward trend of coffee production in Africa is expected to continue.

The 1956-57 coffee crop in Africa is now estimated at 8,660,000 bags, and the 1957-58 crop will be about 9,100,000 bags.

The largest coffee production increase for any single country in Africa is expected in the Belgian Congo, which produces about two-thirds Robusta and one-third Arabica.

A slight decrease in coffee production in Asia is expected during the coming season.

Coffee production in India continues to increase, but Indonesia's production will probably be somewhat below the very high year of 1956-57.

The 1956-57 coffee crop in Costa Rica is probably the largest ever produced.

Production in 1957-58 is estimated to be nearly the same, as there has been some expansion in the use of irrigation and fertilizers—including use of the minor elements.

Foreign exchange receipts from Costa Rica's 1956-57



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Boston: Boston Shipping Corp.

San Francisco: Balfour, Guthrie & Co., Ltd. Baltimore: Penn-Maryland S.S. Corp.

FLOTA MERCANTE  
**Grancolombiana**



coffee crop exports are expected to exceed by a wide margin the previous high of the 1954-55 crop.

El Salvador and Guatemala are expected to have coffee crops in 1957-58 very close to the size of the 1956-57 crops.

Improvements in the methods of coffee production seem to be general in both El Salvador and Guatemala. Factors contributing to an increase are use of more fertilizer, spraying and a high rate of replanting.

Expanded acreages of sun coffee and partial shade coffee are expected, as some very favorable results have been obtained from trial and demonstration plots. Some of these test results show the cost of producing a bag of coffee to be much less, but that costs on an area basis are much higher.

Angola exported 1,500,000 bags of coffee during 1956, and this accounted for about 49% of the total value of her exports. Increases in production are expected soon.

Studies are now being made in Angola to determine the source of a coffee disease known as "sudden death" (morte subita) and methods to combat it. This work is being sponsored by the Coffee Exportation Board (Portugal).

The problem posed by the disease is said to be gravest in the region of Amboin.

Dry weather on the Ivory Coast has caused reductions in the estimates for the 1956-57 crop of French West African coffee. However, satisfaction with the improvement of the quality of the crop has been expressed.

A somewhat larger crop is forecast for the Ivory Coast for 1957-58. Here damage to the trees from drought and dust storms may have an adverse effect.

Coffee production and consumption both seem to be on an upward trend in Ethiopia. Field maintenance of the nurseries established in 1956 has continued, and an allocation of property for the proposed nursery at Malco has been made.

Some increase in coffee production is expected for the coming season in Kenya, Uganda and Tanganyika.

Kenya Department of Agriculture officials have stated that African-produced coffee is increasing at the rate of 700 acres per year. Production should be at the peak of the cycle for the 1957-58 crop. Recent rains indicate that yields will be high.

Tanganyika has had favorable coffee weather, and acreage has been increasing slightly.

Uganda, too, should show increases in coffee output.

A goal of 1,600,000 bags has been set for Indonesia's coffee output for 1959.

About two-thirds of this production would be by smallholders, while the remainder would be estate coffee.

#### **school for coffee**

(Continued from page 18)

Dignadice, an educational grant to the United States in 1954-1955, to observe advanced education techniques in agricultural curricula.

Presently with the Bureau of Public Schools, Mr. Dignadice is proud of the progress the school has made in five years. He sees no reason why Lambunao cannot, in the near future, become the coffee center for the South (the Visayan provinces), as Batangas and Cavite are for the Luzon provinces.

AUGUST, 1957

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## **trends in U. S. coffee drinking**

*(Continued from page 12)*

made of regular coffee. This may imply that it is more difficult to interest young people in coffee when their taste experience has been with the instant product only.

As to time of day, instant coffee, surprisingly enough, is less favored for the coffee-break than it is for mealtime. Geographically, instant is most popular in New England and the South Central States and is less commonly served in the West North Central and the Mountain and Pacific States.

Since the latter are areas of largest per capita consumption, this provides further indication that "light" coffee drinkers seem to favor instant and that "heavy" coffee drinkers favor regular coffee.

### **The coffee-break**

Some 47,000,000 cups of coffee were drunk on a typical working day in January, 1957, by employees enjoying their coffee-breaks in the morning, the afternoon or at both times.

This American institution has grown by leaps and bounds in the last seven years. In 1950 it was available to only 49% of the working population, whereas in the winter of 1957 coffee-breaks were permitted or encouraged for 71% of all factory, office and store workers.

Out of the 47,000,000 cups drunk during the coffee-break on the survey day in 1957, 22,000,000 cups were consumed at the place of work, 17,000,000 more cups were purchased in nearby eating places, and 8,000,000 cups were drunk at home.

This last category represented coffee consumed by people who work in small retail establishments, or who are engaged in outside pursuits, such as repair, maintenance or sales work, who find it possible to visit their home during the working day. Housewives would not be included unless they were employed at home or were able to return home during the working day.

The employees who took advantage of their coffee-break and drank coffee during working hours in January, 1957, numbered about 27,000,000 persons. They obtained their coffee in a variety of ways—delivery by coffee carts, by going to outside or on-premise restaurants and cafeterias, by making coffee themselves and by purchasing it from vending machines.

About a sixth of the factory, store and office workers in this country have coffee machines at their place of work. This was 14% more than a year ago. Vending machines which dispense soft drinks are much more prevalent than coffee machines, but the latter are now in second place.

Of the 27,000,000 who enjoyed coffee-breaks, 15,000,000 had coffee in the morning, 4,000,000 in the afternoon and 8,000,000 had coffee on both occasions.

The growth of the coffee-break has caused a new development in restaurant coffee service. Forty-two percent of all coffee sold in public eating places is now sold in the morning and in the afternoon, 27% is sold at lunch and somewhat less than 8% at supper.

Average restaurant sales of coffee have not increased since the winter of 1956, but are slightly higher than in the winter of 1955, when consumption was reduced as a result of attitudes toward coffee prices that developed at that time.

Typically, the price of coffee in U. S. restaurants continues to be 10¢ a cup, although more restaurants are now selling coffee at 12¢ and 15¢ than a year ago.

### **Consumption rates**

The tabulations show an increase in consumption from a July low of 2.25 cups per person per day to a January level of 2.82 cups. Proportionately, the difference between the two figures is believed to be less than in many previous years.

As the year-round coffee-break becomes more important, and as iced coffee consumption increases, seasonal variations may be considerably less in the future.

The figure of 2.62 cups per person per day as a national annual average means that consumption of coffee in the United States is now at the rate of 152,000,000,000 cups per year. This is without question the largest consumption in the history of this country.

## **getting the most for your insurance dollar**

*(Continued from page 16)*

classes now conducted for insurance producers, he can obtain these services for you without charge.

An insurance survey is a recorded review of all your insurance policies, with criticisms and recommendations for your study all put up on specially printed forms and usually delivered in a leather binder. Such a survey may bring out that, for instance, the commercial property coverage described can now be financed on an annual or even a monthly payment basis.

Inspections of your premises by a trained insurance manager will produce two results—first, possible ways and means of reducing your rate further from the fire insurance, burglary and water damage point of view; and secondly, safe-guarding your place for your employees and yourself.

A brand new very broad theft and loss policy has also just been composed for coffee and tea distributors, even those operating with as few as four employees.

### **Ever been in a "Libresso"?**

A new convenience for book-lovers has been introduced in Vienna. It is the "Libresso," a combined coffee shop and bookstore, where customers can browse while sipping coffee.

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## Program to step up quality launched by Nicaraguan coffee group, with government aid

The coffee crop in Nicaragua, hit first by heavy rains and then by drought, will be only 50% of the record crop forecast in early estimates.

This was reported last month by Horacio Gonzalez R., newly elected president of the Sociedad Cooperativa Anonima de Cafeteros, Managua, the organization of coffee growers in that country.

If the crop had not been hit by the bad weather, it would have set an all-time high, Mr. Gonzalez said. As it is, it will be about 75% of the average crop.

Mr. Gonzalez flew to New York City for a five-week stay in this country. He was planning to visit Washington, D. C., Chicago and Miami before returning to Nicaragua.

In New York City he was met by his wife, who had come up two weeks earlier.

The Sociedad Cooperativa is stronger now than at any other time in its two-decade history, Mr. Gonzalez reported. Support by coffee growers in the country is at an all-time high.

This is due, in part, to new recognition of the organization by the government of Nicaragua, including financial assistance.

The association is developing a four-point program to improve the quality of Nicaragua's coffee continuously in the future, he said. The program calls for:

1. Improving coffee cultivation methods.
2. Setting up a Banco Cafetalero to provide financial assistance for this purpose.
3. Improving the beneficios, or green coffee processing plants.
4. Standardizing Nicaragua's coffee types in line with FEDECAME yardstick: strictly high grown, high grown, standard and good washed.

Mr. Gonzalez said an agency would be set up in Nicaragua to regulate prices which operators of beneficios pay to growers for their coffee.

The Sociedad Cooperativa president comes from a coffee growing family. His father and uncle were among the founders of the organization about 20 years ago. His grandfather, Jose Estaban Gonzalez, was known as the "King of Coffee" in Nicaragua. He owned about 4,000,000 trees in the Carazo Department.

In addition to growing coffee now on a 500,000-tree plantation called La Providencia, the Gonzalez family operates a beneficio with a 10,000 bag capacity for the three-month season.

### coffee still best anchor

(Continued from page 14)

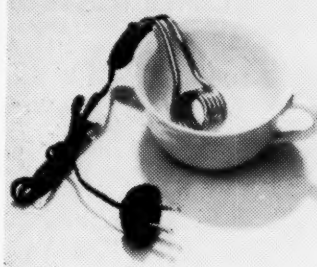
reported by one home service operator to be yielding good results.

At the luncheon on the opening day of the convention, Zack Wells, of the Club Aluminum Products Co., spoke on behalf of the associate members.

The associate members were hosts to the routemen at a party the first evening.

So enthusiastic were the home service people at the convention, that even at the wind-up banquet everyone was reluctant for it to end—and the orchestra was kept going for more than an hour beyond scheduled time.

AUGUST, 1957



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## Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

(figures in 1,000 bags)							
	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Brazil	Supply—1st of Others	Month Total
1955							
September .....	1,490	731	775	1,506	543	349	892
October .....	1,894	1,063	824	1,887	1,024	213	1,237
November .....	2,048	1,017	996	2,013	1,129	303	1,432
December .....	2,115	842	1,007	1,849	878	222	1,100
1956							
January .....	1,516	738	905	1,643	780	571	1,351
February .....	1,894	828	977	1,805	880	445	1,325
March .....	2,329	1,126	1,226	2,352	1,192	421	1,613
April .....	1,558	860	716	1,576	822	456	1,278
May .....	1,336	622	694	1,316	695	586	1,281
June .....	1,810	866	837	1,703	930	543	1,473
July .....	1,883	957	828	1,785	1,060	599	1,659
August .....	1,441	729	809	1,538	970	582	1,552
September .....	1,802	912	718	1,630	998	574	1,572
October .....	1,424	804	655	1,459	916	654	1,570
November .....	1,338	650	616	1,266	828	636	1,464
December .....	1,241	735	651	1,386	903	703	1,606
1957							
January .....	1,749	917	809	1,726	1,064	655	1,719
February .....	2,026	906	927	1,833	1,362	611	1,973
March .....	1,956	1,224	1,060	2,284	1,233	668	1,901
April .....	1,209	500	528	1,028	729	547	1,276
May .....	1,431	546	906	1,452	759	663	1,422
June .....	1,301	544	792	1,336	732	606	1,338
July (1-30) .....	1,078	510	550	1,060	545	635	1,180

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

### Coordinating committee for world coffee organization names secretary, readies draft for global conference

Establishment of an International Coffee Organization to promote coffee consumption throughout the world moved a step closer to realization with the announcement that Coordinating Committee secretariat has been set up in Washington, D. C.

The ICO Coordinating Committee is requesting governments and coffee entities of producing countries to make comments, if any, by August 15, on the draft proposal for the organization, so that it can be finalized for presentation to a world coffee conference in Rio de Janeiro before the end of this year.

The draft proposal was prepared by the Special Coffee Commission of the Inter-American Economic and Social Council of the Organization of American States, and was submitted to interested governments and coffee entities last May.

The Coordinating Committee announced the appointment of Dr. Joao Oliveira Santos as its executive secretary, with offices at 2400 Sixteenth Street, N.W., Washington, D. C.

Dr. Santos is on loan to the committee from the staff of the Pan American Union, where he is deputy director of the Department of Economic and Social Affairs.

Coordinating Committee delegates include, for Brazil, Vito Sa; for Colombia, Andres Uribe; for Nicaragua, Jorge Montealegre; and as alternate delegate for El Salvador, Rafael Glower.

### Form new coffee exporting firm in Rio

A new firm which will be active in coffee exporting, Araujo & Diegues S. A., Exportacao e Importacao, has been established in Rio de Janeiro.

The principal stockholders are Valentim Diegues and Lysandro de Araujo, who have been elected commercial director and managing director, respectively.

The new firm stated it will continue the transactions of Importadora e Exportador Pirantininga, Ltda., of which Mr. Araujo was a principal partner.

### McFadden sets up Santos branch

A branch of McFadden & Cia., Ltda., has been established in Santos, Brazil, to operate in coffee.

The branch, headed up by Harry C. Jones, will promote the export of coffee through the ports of Santos, Rio de Janeiro and Paranagua.

McFadden's selling agents for Brazilian coffee in the United States and Canada are C. A. Mackey & Co., Inc., in New York and New Orleans; W. R. Grace & Co. in San Francisco; Harrisons & Crosfield, Ltd., in Toronto, Montreal and Vancouver.

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# Editorials

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## Knock out the "stretch"

Elsewhere in this issue are highlights from the report on trends in coffee drinking in the United States compiled by the Pan-American Coffee Bureau.

That report is worth close examination. If you want to sell more coffee, you have to know what's happening to consumption patterns.

Take a look, for example, at just one of the points touched by the report. *Cup* consumption is at an all-time record—but *poundage* has lagged.

Why? More cups are being served, *but they are weaker cups*.

In 1949, the national average was 45 cups to the pound; other reports show. Look at what has happened to it since: 1951, 52.3 cups to the pound; 1952, 52.9; 1953, 52.8; 1954, 62.7. In 1955 the trend was halted, with an average of 60 cups to the pound. But indications are that the figure went over 62 again in 1956.

Is the reason for this national "stretch" a surge of economy thinking on the part of consumers?

It might be, except for one thing. The "stretch" hasn't been spontaneous. It's been stimulated by substantial advertising telling people to use less coffee in the brew.

As an instance, one roaster uses this slogan: "Try using one-quarter less."

It might be that the "use less" approach carries the lure of a sure-fire way to boost brand volume now. Certainly it's clear that over the long pull the net result is to make the market smaller.

But even apart from long-term effects, the approach must create some peculiar problems.

Consider it this way: Suppose you, as sales manager, walked into a meeting of your salesmen and told them you had a new promotion. If they put it across, it would mean each salesman would have to sell 25% more customers to achieve the same volume.

You'd probably be run out of the meeting!

Yet the "use less" approach boils down to that. If people respond to the promotion, you *have* to get more customers to maintain the volume.

The "economize on coffee" gambit does something more. It clouds what is probably the most basic potential for more coffee volume in this country.

Try a little arithmetic. If promotion of better brewing, rather than the reverse, succeeded in getting, say, a 50 cup per pound average, compared to the 1956 level, it would mean as much as 4,000,000 more bags of coffee volume a year!

In addition to volume, there is another factor, possibly even more fundamental.

Coffee's position in American life cannot be taken for granted. Other beverages, even new beverages, can be expected to go after coffee's position with mounting intensity.

With a weak cup of coffee, this industry is vulnerable. With a properly brewed cup, in the 40 to 45 cups to the pound ratio suggested by the Coffee Brewing Institute, this industry will be better equipped not only to hold its own but to win new, as yet untapped consumption.

Perhaps the time is at hand for a great industry crusade for better brewing.

It would be the kind of crusade that would sluff off as antiquated any remnants of "use less" thinking still hanging on in the industry.

It would be the kind of crusade that would generate an enormous amount of promotional and merchandising initiative around the bedrock theme.

## To sell more tea

Visitors from other industries to conventions of the Tea Association of the U.S.A. become a little envious.

The atmosphere is so friendly, the evenings so full of fun, they wish they could look forward to such a convention at least once each year.

But while fun is fun, the heart of the convention is the business program—and this year's sessions will probably be the most informative yet.

So much so, in fact, that no one with any stake in tea—importer, broker, packer, food store executive, restaurateur or member of allied trade—no one can feel he is carrying out his responsibilities as well as he might unless he is right there to participate directly in the sharing of information and ideas.

That information will cover basic trends in tea in the United States, developments in tea merchandising in food stores and restaurants, and industry-level attacks on new tea potentials.

A new kind of session, a panel meeting on public relations, will get down to details on how tea companies can profitably use publicity techniques available to them.

If you haven't got it in already, better not delay your reservation. The convention is at The Greenbrier, White Sulphur Springs, W. Va., September 15th-18th.



## 5 important steps in our service to the Tea Trade



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# Tea Association steps up testing service for government purchasing agents

By S. P. GERBER

The Tea Association of the U.S.A. is stepping up its program of encouraging state and local government purchasing officials to make use of their Tea Testing Panel. This service enables government purchasers to provide their agencies with the best quality tea for their budgeted expenditures.

For a nominal fee, this panel will (1) Test your bid samples; (2) let you know which ones meet the standards established by the federal government; and (3) give you a final check to determine if the delivered tea is of the same standard as the bid sample.

For the Tea Association, the Testing Panel accomplishes one major fundamental service: It raises the quality of tea served everywhere.

For the government purchasing official, however, the tea testing service offers *three* positive advantages. First and foremost, it takes the guesswork out of selecting the best tea for money spent. As one tea expert points out, if a state sends out a bid for black tea, there can be a difference in price ranging from as much as 30¢ to 50¢ a pound. Formosa black teas, for example, are considerably cheaper than Ceylon and India blacks. (The more expensive tea is not necessarily a better grade; its price may be based on source.)

If the buyer uses price as his only determinant, and not quality, he may wind up not only with the cheapest tea, but also the poorest in flavor.

The second big benefit provided by the service is that it enables the purchaser to determine if he actually receives the tea that he ordered. Part of the Tea Association's service is a testing of samples taken from the delivered order.

Thirdly, the whole problem of selecting suitable teas is reduced to a simple clerical operation. Samples from bids are shipped down to the Tea Association and no further work is involved on them until the report is returned.

Several states are already working with the Panel. Here is how the service works out for one of its most successful users, the State of Connecticut.

According to C. L. Magnuson, Supervisor of Purchases, the state requires each bidder to furnish a sample of his tea. These are then sent down to the Tea Association wrapped in tins; tea wrapped in anything else, even paper, picks up alien odors very easily.

The samples are submitted "blind"—that is, they are identified by a code known only to Connecticut state officials. The tea, therefore, is recognizable to the tasting experts only by quality and flavor, rather than source.

As soon as samples come in, the Tea Association calls up a panel consisting of not less than four qualified tea tasters.

Most agencies use the standards called for in the Federal Government's Specification for Tea, HHH-T-191b. So specimens of these standards, also unidentified, are scattered among the submitted bid samples.

The Panel members then settle down to the job of selecting the samples that meet or better the standard.

Tea-tasting is a time-honored procedure. Herbert Dimes, chairman of the 1957 "cupping" Panel, as it is known to tea experts, describes the process in this way: Accurately measured amounts of the various teas (35 grains to be exact) are weighed into the tea pot. The tea is then brewed a full six minutes. Then it is "turned out."

The experts sniff the fragrance, press the leaves between their fingers, taste flavor and appraise the brightness of the leaf. All four members of the panel have to agree about the quality of a sample. If they don't, another batch of the tea is brewed and the process is repeated.

Usually the Testing Panel can give the government purchaser a report on his samples within two days after a request has been received.

When the report comes back to the purchaser, the contract is handed out to the lowest bidder whose tea meets the specifications.

(Continued on page 58)



A tea man tells how to brew tea on a homemaker television show—one of 32 summer interviews arranged by the Tea Council as part of its national Tea-V Task Force program. The man is Jack Sassard, of McCormick & Co., Inc., appearing on the Fran Quinn Show over KJEO, Fresno, Calif., covering the San Joaquin Valley.

# SIT

## the and take

**PROOF!** of the extra  
from Stretching



"There's more profit per serving in Iced Tea than any other beverage we sell. Iced Tea, served and promoted the year round, is producing extra profits for our operation."

Sylvester W. Becker  
John R. Thompson Co.  
Washington, D. C.



"People drink iced beverages all year so we figured we could profit by serving and promoting Iced Tea the year round. The public has proved us 100 per cent correct. We figure that serving Iced Tea 12 months a year means an extra \$10 a day."

Henry P. Jensen, Owner  
Ole's Waffle Shop  
Oakland, California.



# RETCH

## ICED TEA SEASON

### an easy, extra profit

**profits to be made  
the Iced Tea season**



"We have found that in the winter, too, our customers enjoy, and often demand, Iced Tea with their meals. We've been serving Iced Tea 12 months a year four years now. This has given us beverage profits we formerly overlooked."

Veronica Morrissey  
L. S. Ayres & Company  
Indianapolis, Indiana.



"With profit margin squeezed between prices and increased cost, the extra profits we've made from serving Iced Tea all year is very important. We started this four years ago, and have had good customer response since the beginning."

L. Eugene Johnson  
Blue Boar Cafeteria Co.  
Louisville, Kentucky.

Hundreds of successful restaurant operators (like the four quoted here) have already destroyed the myth that Iced Tea is strictly for the summer months. In their experience lies the biggest and most beneficial idea you can offer your restaurant customers.

It's an easy idea to put across, too, because it makes so much sense. Restaurant customers eat ice cream, drink iced water, and put away a lot of other iced drinks, soft and otherwise, all year round. They'll drink Iced Tea, too, if restaurateurs make it available.

So why let the Iced Tea season die in September? Make it a point to suggest to your customers the extra-profit possibilities in an extended Iced Tea season. It's the most profitable beverage a restaurant can serve. If they just keep on making and promoting it when summer's over, restaurants can serve plenty of Iced Tea the year round.

Make "Stretch the Iced Tea season" the big idea on your next restaurant call.

## tea council

of the U. S. A., Inc.

500 Fifth Avenue • New York 36, N. Y.







Tea expert A. W. Holmes examines ripening leaves. The saplings in the background will eventually give shade to the growing tea.



In a tea factory in Kenya, freshly plucked leaves are spread on tray for withering. Tea is grown by natives as well as Europeans.

## the development of Kenya's tea industry

By REDVERS HAINS

A 17th Century writer, Jonas Hanway, in an essay on tea, irately described it as "pernicious to health, obstructing industry and impoverishing the nation." Hitting smartly back at this unhappy report, Dr. Samuel Johnson wrote of himself as a "hardened and shameless tea-drinker, who has for 20 years diluted his meals with the infusion of this fascinating plant, whose kettle has scarcely time to cool, who with tea amuses the evening, with tea solaces the midnight and with tea welcomes the morning."

The world continues to demand its tea. Kenya is helping to meet that demand. Tea is high on the list of the Colony's exports, taking second place only to coffee, for which Kenya is universally famous.

Kenya's tea is mainly grown in the Kericho district of Nyanza Province. Here, at an altitude of 6,500 feet and with a rainfall figure of above 70 inches a year, the climate is admirably suited for growing the leaf whose green enhances the natural beauty of the countryside. It cascades for thousands of acres across hill and valley—a translucent shade that defies the artist's palette. There is about it a luminous quality that shines in sun and shower.

Kenya's tea is not confined to European growing, although most of the acreage is in the hands of European companies, with a number of small private growers who combine a modest acreage of tea with general farming. They sell their leaf to other estates for manufacture. Tea is also grown in Kitale, Limuru, Molo, Nandi and Sotik.

The African farmer, too, has his tea acreage, which is developing well in Othaya and Mathira, in the Nyeri district of the Central Province, and in the Embu district close to the Nyeri boundary.

Delving into the history of tea, it appears that the plant

did not reach Africa until 1687 when a plant was taken alive to the Cape of Good Hope. A record shows that tea was grown in the Botanical Gardens, Durban, Natal, in 1851. This, then, was the beginning of the tea industry in Africa, and commercial production in Natal dates from 1878, when plants were imported from Assam.

In "East African Agriculture," J. K. Matheson has pointed out that the history of tea planting in Kenya does not appear to have been written. However, tea growing was started in the Colony by Caine Brothers at Limuru in 1904, when they imported the Manipuri hybrid variety from Assam. This was followed by a second consignment of seed at the end of 1905. From these introductions a hand-manufactured tea was produced and well reported on by tea experts.

According to the records, tea was planted in the township area of Kericho by a District Commissioner, H. B. Partington, between 1903-1905. About 30 of these trees still stand and have reached a height of 25 feet.

In 1924, the first large-scale commercial tea growing was started at Kericho and on a smaller scale at Limuru. From then onwards the acreage under tea increased until more than 12,000 acres had been planted by the end of 1932.

Further progress was halted by the International Tea Restriction Scheme, which came into force in 1933. The object of the scheme was the maintenance of the world's tea market prices at a reasonable level. The scheme embodied restriction on development. This was not in the best interests of a tea industry as young as that of Kenya, but, appreciating that a staple market would be beneficial, the Kenya tea industry accepted the principle of prohibiting

(Continued on page 51)

## **Salada Tea in U. S., Canada purchased by Shirriff-Horsey; Liptrott named general manager**

The Salada Tea Co. of Canada, Ltd., and its wholly owned subsidiary, the Salada Tea Co., Inc., Boston, have been purchased by the Shirriff-Horsey Corp., Ltd.

Announcement of the acquisition was made by Grant Horsey, president of Shirriff-Horsey.

A special general meeting of stockholders ratified changing the corporate name to Salada-Shirriff-Horsey, Ltd.

R. Edward Liptrott was named vice president and general manager of the merged company. He had held similar positions in the Salada Tea Co., Inc., Boston.

Earlier Edgar B. Pinto, president of the Salada Tea operations in the United States, had announced his retirement.

The special stockholders meeting also approved an increase in the number of directors of the new firm from nine to 11, and an increase in capital stock.

Gerald Larkin, son of the late Peter C. Larkin, who founded Salada Tea in the nineties, will retire, it was reported.

Salada Tea has plants in Montreal, Toronto and Boston. The Montreal plant, completed four years ago, is a one-story operation considered to be one of the most modern tea factories on this continent.

The new organization will operate a total of nine plants in three countries and employ some 2,000 people, it was reported.

Mr. Liptrott has been elected to the board of directors

of the Tea Association of the U.S.A., it was announced by Edward C. Parker, president of the Association and of the Tetley Tea Co.

Mr. Liptrott joined Salada Tea, Canada, in 1934, and served in a supervisory capacity until 1953, when he joined Salada Tea in Boston as assistant to the vice president. In 1956 he was named vice president and general manager, and was also elected vice president of the Tea Association.

Mr. Liptrott, who was born in Buffalo, N. Y. was educated in Ontario, Canada, where he was graduated from the Alumnus University of Western Ontario. His early business associations included Interlake Tissue Mills, Ltd., Superior Paper Mills, Ltd., and the McKinnon Division of General Motors of Canada.

Mr. Pinto had headed the Salada Tea operation in the United States since he was a young man. His 44½ years of service gave him the added distinction of being the Salada employee in the United States with the longest record of service.

Born in London in 1893, Mr. Pinto came to Canada in 1911, and after trying his hand at banking and farming, joined Salada Tea in Toronto in 1912.

He was transferred to the United States headquarters in Boston in 1919, as head of the tea department and assistant to the general manager, James McGuane. Upon Mr. McGuane's retirement in 1919, Mr. Pinto moved into a position of major responsibility, and eventually became vice president and general manager, and then president.

Active in industry affairs, he was a director of the Tea Council of the U. S. A. when he retired.

# **HENRY P. THOMSON, INC.**

## **TEA IMPORTERS**

89 Broad Street  
Boston, Mass.

120 Wall Street  
New York 5, N. Y.

605 Third Street  
San Francisco, Calif.

*Member: Tea Association of the U.S.A.*

## Hard-hitting, informative sessions, evenings of fun seen setting new highs at coming tea convention

More than 11 years of experience with tea industry conventions is behind Tea Association efforts to make 12th convention the most informative one yet, and at the same time the most enjoyable.

To tea men and allied friends who have been at past conventions that's a tall order.

But the business and social programs being whipped into final shape for the 1957 event by the convention committee, headed by Thomas J. O'Rourke, indicate new highs in both respects will likely be achieved.

The convention will be held September 15th-18th at The Greenbrier, White Sulphur Springs, W. Va.

At the business sessions, detailed reports will be presented on what's happening to tea in the United States market as a whole, and in the grocery and restaurant markets specifically. Burton V. Le Vee, vice president of the A. C. Nielsen Co., which is probably the most authoritative source of such information, will reveal basic tea trends.

Hard-hitting reports on how to move more tea in restaurants and in food stores will be made by Harold O. Smith, executive vice president of the United States Wholesale Grocers' Association, Inc., and Lawrence Hilaire, president of the National Restaurant Association.

The new, more powerful hot tea promotion will be outlined by Guy S. Saffold, account supervisor for the Leo Bur-

nett Co., Inc., advertising agency for the Tea Council. Ideas for tea men on how to get more for their advertising dollars will be made available by Paul B. West, president of the Association of National Advertisers.

This convention will set a new pattern with a panel session on public relations for packers. The informal give-and-take of such a session is expected to turn up practical ideas on how packers can use Tea Council publicity to put more power behind their own brands. It will probably bring to light effective methods companies have used on their own initiative.

Broader perspectives will be discussed by Dr. Margaret Mead, world famous anthropologist, and Peter Freuchen, colorful Arctic explorer, who has been called "the last of the Vikings."

Other speakers will include leaders of the United States tea trade and representatives of the key producing countries.

Among the social activities, a highlight will be the "Night at the Circus" Monday evening. From the preparations underway, it is likely to be even more fun than the hilarious "Nights" at preceding conventions.

Conventioners will also be able to take advantage of the superb Greenbrier facilities for golf, tennis and other sports.

A special convention train will leave Pennsylvania Station, New York City, at 6:30 p.m. on Saturday, September 14th.

For reservations or more details, write Convention Chairman, Tea Association of the U. S. A., 500 Fifth Avenue, New York 36, N. Y.

## FREDK. EDWARDS & SONS

120 WALL STREET, NEW YORK

MEMBER: TEA ASSOCIATION OF THE U.S.A.

### TEAS

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There's nothing like the  
lift you get from Lipton's  
bright, brisk flavor!

AMERICA'S FAVORITE



\*Trade-Mark of Thomas J. Lipton, Inc.—Reg. U. S. Pat. Off.

## Consumer tea advertising budgets

This analysis of 1956 consumer advertising expenditures for tea is from a compilation published recently for all grocery items by Food Field Reporter. Sources of this data,

along with figures on coffee advertising—regular and instant—are on Page 15.

Products	General Magazines	Farm Magazines	Newspaper Sections	Outdoor	Network TV	Newspapers	Spot TV
Cain's Tea .....	.....	.....	.....	.....	.....	11,592	.....
Canterbury Tea .....	52,740	.....	.....	.....	.....	.....	.....
Griffin Tea Reg. ....	.....	.....	.....	.....	.....	.....	25,480
La Touraine Tea Inst./Reg. ....	.....	.....	.....	.....	.....	.....	9,000
Lipton Tea Reg. ....	392,880	.....	491,285	510,000	637,536	146,261	968,760
MJB Tea .....	.....	.....	.....	.....	.....	.....	53,230
McCormick Tea .....	10,630	.....	.....	.....	.....	.....	6,030
Nestea Instant Tea .....	.....	.....	.....	.....	.....	.....	95,750
Red Rose Tea .....	.....	.....	.....	.....	.....	28,251	.....
Salada Tea .....	53,969	.....	.....	.....	.....	.....	1,006,600
Tea Council of U. S. A. ....	.....	.....	.....	31,452	.....	.....	965,710
Tender Leaf Tea Inst. ....	27,720	.....	.....	.....	.....	57,844	.....
Tenderleaf Tea .....	285,705	38,770	.....	.....	379,778	105,599	191,120
Tetley Tea .....	.....	.....	.....	.....	.....	32,787	72,860
Tree Tea Reg. ....	.....	.....	.....	.....	.....	.....	20,320
White Rose Redi-Tea .....	.....	.....	5,880	.....	.....	31,567	.....
White Rose Tea Bags .....	.....	.....	16,464	.....	.....	.....	.....
White Rose Tea .....	.....	.....	.....	.....	.....	125,054	67,070

### India turns down major proposals by commission on country's tea industry

Most of the major proposals for India's tea industry, suggested by a government committee after long investigation, have been rejected.

The Plantation Inquiry Commission had suggested these measures, among others:

Limitations of dividends.

Prevention of brokers from buying and selling tea.

Introduction of a ban stopping brokers taking part in management of estates.

Increasing the Indianization of managerial personnel.

Provision of a "fillip" for increasing home consumption.

According to a press note from the Ministry of Commerce and Industry, the government does not consider it justified to "single out" the tea industry or any section of it for treatment "different from that applied to other industries".

On the same ground, the government declined to impose any specific restriction on the tea industry alone to reduce high managerial remuneration. Reduction of the disparity in wages in the industry and the Indianization of the staff, the government hopes, would be achieved through voluntary action or taxation.

Other crucial recommendations turned down by the government are those for a ceiling on the annual turnover of the packing firms, abolition of the export quota system, and a blanket ban on extension of existing tea estates.

The change in the basis for fixing the export duty on tea proposed by the commission is considered by the government to be unsuitable.

On the question of marketing tea, for which the committee made several recommendations, the government decided that the chairman of the Indian Tea Board

should study the price structure of retail packets of tea from time to time and adopt appropriate methods or make recommendations to the government when prices are disproportionately high.

The government had also turned down the committee's suggestion that the Tea Board should regulate sales of tea in Cochin and Calcutta auctions, but said there should be closer liaison between the Tea Board and trade bodies.

On the extension of acreage of individual tea gardens, the government, while not favoring absolute prohibition of such extensions, preferred adequate renovation of existing tea bushes.

The government accepted in principle the committee's recommendation for promotion of cooperatives among small growers and for encouragement of voluntary amalgamation of small gardens.

It also said more Indians should be employed in managerial cadres of companies managed by non-Indians.

The committee's recommendation for creating "a tea replanting fund" to finance the replanting of tea estates is now being examined by the government.

### Tetley Tea bids for Mid-South Negro market

The Tetley Tea Co. is making a bid for the Mid-South Negro market.

During the summer months, Tetley is running a concentrated one-minute spot campaign for iced tea on WDIA, Memphis. This is a 50,000-watt radio station beamed at the Negro audience in that area.

The contract was arranged by the John E. Pearson Co., with Tetley's advertising agency, Ogilvy, Benson & Mather.

### Tea ice cream popular in India

Tea flavored ice cream, introduced through the Tea Center in Bombay by India's Tea Board, has proved popular there.



**Lipton plant manager awarded patent  
for new institutional size tea bag**

Arthur J. Bennett, manager of the Hoboken, N. J. plant of Thomas J. Lipton, Inc., has been awarded a patent on a new institutional size tea bag.

"In making tea in quantities of one or two gallons for use in hotels and restaurants, it is difficult to insure the complete brewing of the large quantities of tea which are used," explains Lipton News, house organ published by the country's leading tea packer. "When the tea was packed in infusion bags of two ounces, the bags lay on the bottom of the container and tended to swell and form a solid mass through which the water would not circulate. Also, when this type of tea bag was immersed in the brewing water, enough water was absorbed to make the bag several times heavier than its normal dry state. This fact, together with the weakening of the paper bags when placed in hot water caused many problems. The bags ruptured or the string tore out.

"By attacking this problem with an open mind, Mr. Bennett was able to get away from the idea of a single large bag and come up with an idea for a cell type bag which meets all the requirements of institutional users.

"By attaching three or four small bags together along one edge and standing them upright in the water, it was found that as the tea swells, the bags fan out and the water circulates freely through the tea. The string by which they are suspended in the pot is attached to the edge the bags have in common."

**Lipton's "Flo-Thru" tea bag  
to be distributed nationally**

National distribution of its "Flo-Thru" tea bags by October is planned by Thomas J. Lipton Inc.

No price increase is planned for the new tea bags. The Flo-Thru bags have two compartments on each side of a center opening. This is said to expose all the tea leaves to contact with boiling water faster, releasing the flavor more completely.

Each bag comes packed in an individual protective envelope.

Exclusive with Lipton, the Flo-Thru bags were tested in New England, it was stated.

Advertising support will include spot TV and Lipton's network television and network radio shows.

**Heads McCormick institutional sales in Miami**

Irving M. Horowitz has been appointed institutional sales representative for McCormick and Co. in the Miami area, it was announced by Edward J. Vinnicombe, Jr., director and general manager of McCormick's Institutional Division.

Mr. Horowitz was McCormick's institutional sales representative for the Washington, D. C. area since 1951.

In Washington, Irv Horowitz is succeeded by Joseph A. Thomas, a new member of the McCormick organization, who was graduated this year from Cornell University, where he majored in hotel administration.

## **IRWIN-HARRISONS-WHITNEY INC.**

### **TEA IMPORTERS**

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)  
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJARKATA (JAVA) • LONDON (ENGLAND)  
MEDAN (SUMATRA) • TAIPEH (FORMOSA)



## **HALL & LOUDON**

**ESTABLISHED 1898**

### **TEA BROKERS**

**We offer a comprehensive Tea Brokerage  
service based on experience of many years.**

**91 WALL ST.**

**NEW YORK CITY 5**

## Tea Movement into the United States

(Figures in 1,000 pounds)

	April 1956	May 1956	June 1956	July 1956	Aug. 1956	Sept. 1956	Oct. 1956	Nov. 1956	Dec. 1956	Year 1956	Jan. 1957	Feb. 1957	March 1957	April 1957	May 1957	June 1957
<b>Black</b>																
Ceylon	4,954	3,270	3,331	3,530	4,635	3,354	3,880	1,535	2,433	42,871	3,102	2,755	4,351	4,290	6,220	5,695
India	4,264	2,572	1,989	1,566	1,751	1,546	2,988	1,738	2,572	31,719	3,909	2,333	2,208	2,927	3,139	2,730
Formosa	60	141	623	413	204	583	646	432	529	4,179	532	351	447	525	291	142
Africa	495	200	384	529	349	232	349	282	532	4,384	404	339	414	187	376	227
Indonesia	1,279	635	1,017	1,242	951	1,436	740	916	1,117	12,492	1,608	1,193	1,453	1,106	1,374	1,067
Japan	64	36	51	67	103	49	6	30	11	803	31	42	124	95	24	3
Misc.	30	248	91	75	126	118	94	99	197	1,589	258	169	314	627	421	358
<b>Green</b>																
Japan	60	82	82	298	978	251	482	248	38	2,924	79	21	15	139	9	82
Misc.	5	8	10	...	10	43	21	31	4	177	2	6	15	13	3	6
<b>Oolong</b>																
Formosa	6	15	16	13	33	55	37	36	39	306	28	32	21	29	...	2
Canton	2	1	1	2	5	4	16	17	9	65	2	3	3	1	6	5
Sentl Cntr	7	7	6	3	3	3	9	3	10	63	5	4	7	7	3	15
<b>Mixed</b>	7	12	4	5	9	26	21	5	15	121	17	...	...	6	5	4
<b>TOTALS</b>	<b>11,253</b>	<b>7,227</b>	<b>7,605</b>	<b>7,743</b>	<b>9,157</b>	<b>7,700</b>	<b>9,289</b>	<b>5,372</b>	<b>7,506</b>	<b>101,692</b>	<b>9,977</b>	<b>7,248</b>	<b>9,372</b>	<b>9,952</b>	<b>11,871</b>	<b>10,336</b>

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

### First all-water tea shipment from Orient reaches Chicago aboard Fjell-Oranje ship

An ocean vessel arrived in Chicago last month carrying the first all-water shipment of tea from the Orient into the heart of the Midwest. Its arrival pointed up the importance of the St. Lawrence Seaway in linking Chicago to world ports.

The Svanefjell, of the Fjell-Oranje Line, docked at Navy Pier with 678 chests of tea consigned to the Thomas J. Lipton Co. plant at Streator, Ill.

Charles Wagner, general westbound import agent for Great Lakes Overseas, said the 35-ton shipment represented the first time in the history of Chicago that tea had arrived from the Orient via water.

He indicated this was a "token" shipment, that the Lipton potential import alone is expected to reach several thousand tons of tea a year via water "in the very near future," it was reported.

Fjell-Orange ships have navigated the present St. Lawrence route since 1923. Upon completion of the new waterway, larger cargo ships carrying greater payloads will be available to shippers in and out of Chicago.

Great Lakes Overseas are agents for four foreign lines serving ports in the United Kingdom, Scandinavia, European and Mediterranean countries. The fleet consists of 27 vessels that make three and four round trips to Chicago each season, April through mid-November.

W. K. McKinney of Lipton's Chicago office said the tea unloaded at the Navy Pier would be moved to the company's Streator plant for blending, processing and packaging.

### Kenya's tea industry

(Continued from page 46)

extensions of the acreage under tea. Small growers in Kenya were, however, permitted to plant additional acreages.

The International Tea Restriction Scheme was continued

until the end of the last war. When the agreement came up for renewal after the war, the governments of Kenya, Uganda and Tanganyika were unanimous in deciding to withdraw from it, so as to permit unrestricted expansion of the areas under tea. Then the main producing countries prohibited the export of tea seed to East Africa and this has been a limiting factor in postwar expansion.

Nevertheless acreage of tea under cultivation in Kenya has increased from 16,584 acres in 1947 to 27,030 acres planted last year, with licenses issued to cover the planting of 64,674 acres. It is expected that approximately 1,500 to 2,000 acres will be planted during 1957.

Kenya's tea crop has been remarkably free from serious pests and diseases. In 1927, the root-splitting fungus, *Armillaria mellea*, was recorded for the first time. It is still the only serious tea disease in Kenya. Except for termite damage, and the so-called "mosquito blight," insect damage on tea does not occur frequently.

Today tea in East Africa is scientifically studied at the Research Institute at Kericho under the direction of Dr. R. Child, a man of high qualifications and many years' experience. The work of the Institute is organized in two departments, agricultural and chemical. The first is mainly concerned with cultural problems, such as manuring, cultivation, weeds. The second covers soil examination and chemical problems relating to tea manufacture.

The Research Institute has already established the conditions favorable at Kericho for success in raising plants from cuttings, including soil type, shade drainage and watering. Attention is also being paid to selection and vegetative propagation work and the development of drought-resisting types.

As can be imagined, the maintenance of the numerous tea estates requires large numbers of African laborers to pluck, prune and cultivate the estates, staff the tea factories and workshops and the medical and hygiene services. More than 30,000 Africans are employed in the industry. Many hold responsible and well paid positions.

The manufacture of green leaf into tea is carried out on most estates in Kericho in modern and well-equipped

(Continued on page 63)

## Trends in tea consumption in U. K. shown by survey

*Trends in tea consumption in the United Kingdom have been revealed by the seventh annual survey conducted by the Tea Bureau, London.*

*Such trends within the single largest tea market in the world are of keen interest to tea men everywhere. Here are the main findings, from a summary by the London Tea Bureau.*

One of the tendencies shown is a fairly marked change in buying habits during recent years. The alteration is not decisive, though if it continues to move in its present direction a distinctly new

pattern of purchasing would emerge. For example, purchases from the private grocer, amounting to between 50% and 60% of the whole, showed an upward trend between 1953-55, but this tendency to buy from the little man has waned to the benefit of the cooperatives in particular. At the present time the public appears to be purchasing nearly 30% of tea required from these cooperative organizations while the small grocer, the multiple grocer and others appear to be losing favor, although only slightly.

**1. Weekly Consumption per Household.** The average weekly consumption of tea per household has remained virtually static at about 11.0 ounces for the past four years.

**2. Consumption per Head.** The average consumption per head runs at 3.4 ounces, which is very slightly over the previous three years. In view of the tendency to reply in round figures, it would be unwise to draw conclusions as to total consumption.

**3. Place of Purchase.** The cooperative outlets have made significant gains over the past two years, mainly at the expense of the private grocer. At the time of survey, only just over one purchase in every ten was made at a self-service store.

**4. Price Paid for Brand Last Purchased.** After the downward trend in prices paid for tea noted last year, there has this year been a general increase in price paid, corresponding roughly to the rise in tea prices, the 1s. 10d. to 1s. 10½d. teas being relatively the most popular.

**5. Regional Preferences.** The cheaper teas (under 1s. 8d. for ¼ lb. at the time of the survey) continue to be more widely purchased in Scotland; all other regions again showing very similar figures. As was the case in 1955 and 1956, the North East buys proportionately more of the dearer teas. The price paid for tea correlates closely with social class.

**6. Method of Heating Water For Tea.** Two in every three housewives heat water for making tea on a gas ring or gas stove, while one in four use an electric kettle. Other means of heating water for tea are at present comparatively unimportant.

**7. Most Important Quality of Good Tea.** Although flavor was again the most important quality looked for in a good tea, there has been a shift towards the need for greater strength, with consequently less stress being placed by the housewife on economy.

**8. Amount of Tea for Two and Four Persons.** The number of spoonfuls used in the case of both two and four persons has increased slightly from last year.

**9. Tea, Coffee and Other Drinks Served Yesterday to the Family.** Again only 1% of household members did not have tea on the previous day. There was a slight increase in coffee drinking from last year, while the level of other drinks taken the day before remained fairly static.

**10. Tea and Coffee Drunk By Housewives outside the Home.** There has been over the past two years a small increase in the number of housewives drinking tea outside the home, while those housewives having coffee outside the home has remained virtually static over the past five survey periods.

**11. Knowledge of the Tea Center.** Again this year a very satisfactory percentage of people had heard of the Tea Center. With those who knew of the Tea Center, about two-thirds were able to make intelligent comments about its functions.

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When you ship

# TEA


**APL speed, APL handling saves  
time, saves cargoes, saves money**

**SPECIFY APL—and see your tea shipments arrive on time... your invested capital go back to work faster! Ship via APL's fleet of modern vessels on three major trade routes offering fine facilities for fast, safe cargo handling on board and ashore!**

To insure product quality all the way, APL makes its holds teapot-clean before taking tea aboard, guards this delicate commodity with expert stowage and "climate control" through the latest dehumidification systems.

See your Freight Forwarder or Broker for schedules and bookings... Make the "Presidents" part of your distribution system today!

**TRANS-PACIFIC  
ROUND-THE-WORLD  
ATLANTIC-STRAITS**



**AMERICAN PRESIDENT LINES**

General Offices: 311 California Street  
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USE SLINGS

## how can your package move more coffee, tea off food store shelves?

By GEORGE REINER

*George Reiner is head of a studio of industrial and package designers in New York City who have been responsible for many successful innovations in the packaging of a wide range of consumer products for some of America's largest corporations. A director of the Package Designers' Council, his well defined views on the changing needs of industrial design have appeared in leading business publications, and he has frequently been called upon to address trade and professional groups on the subject of packaging.*

The modern truism that there is always something new under the sun applies especially today to coffee and tea, which have been great sources of comfort and satisfaction for centuries to people all over the world. The "something new" today for coffee and tea packers is . . . packaging.

More and more packers have learned to depend on the package to attract attention to their brand at the point of sale . . . to carry the cumulative impact of TV, magazine and newspaper advertising . . . to sell the impulsive buyer. The need for more persuasive packaging has become even greater because of the current emphasis on self-service merchandising.

In a self-service operation, the package must do more than merely carry the product safely and cleanly from the packer to the ultimate consumer, identify brand and manufacturer and guarantee uniform quality and quantity. In a supermarket, with its more than 3,000 food items fighting to attract the attention of shoppers, the package is now your advertising vehicle, your salesman and your information clerk.

If the package, standing among its competitors, does not re-awaken the impact of your TV commercials and color magazine ads—impact which necessarily was delivered when the package was not at hand to buy—you are neglecting the last turn of the screw in your selling program.

Coffee and tea are staples, it is true, but the individual

brand of coffee or tea must compete for attention with other brands of coffee or tea. Your package is doing a job it should be doing for you when it makes a customer lean over—or lean down—to pick your brand off the shelf.

What are some of the ways your package design can do this? Unquestionably, there is plenty of room for improvement in the surface design of many coffee and tea packages.

Relatively few packers have been taking full advantage of the appetite appeal of their products on their packages. The cup of coffee that hits the spot—the cup of tea concluding a good meal—these belong on the label where they can sell.

Color offers an excellent opportunity to attract the customer. Coffee packages do not necessarily have to be brown just because coffee is brown. The function of the package is to attract people to the product and to remind them how good it is. Any color that will catch the eye, so long as it does not have unpleasant connotations—any design that will draw people to your brand and do a selling job—can be suitable, desirable and merchandisable.

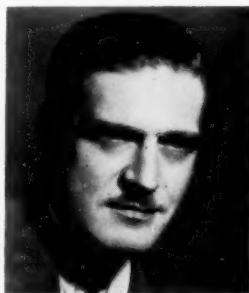
Your package can do another job for you. It can remind consumers that coffee offers very good value for the money, even at today's prices. Each cup of coffee, we know, costs just less than a glass of soda, less than a glass of fruit juice.

Why not print this fact right on your can or coffee bag or jar where it will hit the consumer just as hard as the price marker on the shelf? The coffee industry promotional agencies can't do this job of spreading information alone, no matter how extensive its program. Every packer of coffee should spread the message on every container of coffee at the point of sale, where it matters most.

The package is also the place to assure that the user of your coffee or tea obtains the best possible beverage every time she serves it. Put the brewing directions right on the can or box, where they can be read each time the container is picked off the home shelf—if you're not one of the packers already doing this. Imprint them in such a way that they can't be missed.

Why chance customer blame for your coffee when a poor cup lies in incorrect measuring, timing or cleaning?

In addition to general brewing directions, why not increase coffee use by including the recipe for a glamor coffee drink on the package? Viennese coffee for example. Follow the tip of the coffee houses that are becoming popu-







**BRAND RECOGNITION** is bolstered for Park Hill Coffee by this new shipping container's poster-size version of a can design recently adopted by the Dayton Spice Mills Co., Dayton, Ohio, a subsidiary of the Superior Tea & Coffee Co., Chicago. In red and blue on a white kraft background, the box has visual impact in transit, in storage and on the retail floor. Four-panel identification of contents, including quantity, size and grind, simplifies stockroom selection. The box is made by the Stone Container Corp., Chicago.

lar in our big cities and make coffee a "special" as well as a standard beverage.

There are food recipes made with coffee which your home economists are working out every day. Are you taking advantage of the space on your package to billboard them?

Within the container itself, drastic change is not too likely in the foreseeable future. The vacuum pack can and pliofilm bag will continue to serve their particular functions. Instant coffee, apparently, is indissolubly wed to the glass jar in which it was introduced during the tin shortage, and for which the public still has an overwhelming preference.

I look forward to further development of the large-size tea bags to make family-size pots of tea. For many people, this offers a more desirable alternative to using loose tea or individual tea bags, which some object to on the grounds that a wet tea bag does not look pretty in the saucer after it has served its function.

By and large, however, the container will remain the same. It is in the design of the package's surface where lie the important opportunities for increasing consumer awareness, desire and sales. Your package deserves your close scrutiny at this point.

#### **Bag handling, filling done automatically**

Equipment to handle a bag automatically so that it is delivered to a filler and opened to receive the material is a new packaging machinery service by Frazier & Son, Allwood-Clifton, N. J., manufacturers of Whiz-Packer packaging equipment.

In a typical fully automatic set-up for feeding, filling and sealing a bag, all that is required is to keep the bag hopper supplied with bags and the feed bin filled with material.

In one instance, a Whiz-Packer elevator conveyor delivers material to a Whiz-Packer volumetric filler which de-

posits the material into the bag, whose mouth is kept distended until released. The filled bag moves on a vertical conveyor to an Amsco Hi-Speed automatic rotary sealer.

#### **Lamofoil bag selected for Morning Treat Coffee**

Morning Treat, a high roast, extra dark coffee, is now being packaged in a Lamofoil bag laminated of aluminum foil, acetate film and bleached kraft, and lined with amber glassine by the Shellmar-Betner Division of the Continental Can Co. The coffee is packed and roasted by the Morning Treat Coffee Co., Inc., of Baton Rouge, La., for some 6,000 stores that retail the product.

The combination of materials in this one-pound "flexible can" is designed to insure the longest possible air and moisture vapor protection for the coffee and to provide the product with a dazzling merchandising package, it was stated.

The bag is a self-opener that stands without support and can therefore be stacked for display on the grocer's shelf. It is machine-packed and sealed by glue.

Lamofoil's glistening foil exterior is gravure-printed in four colors. The Morning Treat logotype, a steaming cup and brief copy, are combined in a printed design that emphasizes the product's quality.

#### **Carl Hull with Old Judge Foods**

Carl F. Hull, former vice president of Henry P. Thomson, Inc., leading tea importers, has joined Old Judge Foods Corp., St. Louis, as executive vice president.

M. J. Curley, president of R. C. Williams & Co., which recently participated in acquiring a controlling interest in Old Judge Foods, was named president-treasurer of the St. Louis company.



**HIGHEST-SPEED** coffee can closing machines now available to the coffee packing industry shown in process of installation at the newly constructed plant of J. A. Folger & Co. in Los Angeles. The closing machines, designated as 500 I-RV's, are manufactured by the American Can Co. Closing speed on vacuum pack coffee cans average 120 cans per minute on each machine. The new 135,000 square foot Folger plant went into initial operation in July. Shown inspecting the machines during final installation work are Victor F. Corletti (left), Folger plant manager, and John T. Livacich, Southern California district manager, sales and service division, for American Can.

# THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

## odor and taste transfer testing

By RUSSELL McKINLEY, Arthur D. Little, Inc.

*This paper was presented at the symposium on Laboratory Flavor Testing sponsored by Arthur D. Little, Inc., at Parker House, Boston.*

Any material which is a host to foreign or objectionable odors may be a troublemaker when it is used in a paper-converting operation aimed at producing a package which will not transfer odors or flavors to foodstuffs. It is helpful to predict, when possible, to what degrees the odors, if any, will be transferred or picked up by the food. For example, a medicinal flavor was noticed when cooked rice was eaten. It was traced to both the varnish and ink in branding the outside of the carton. Through odor and taste transfer studies, it was possible to find a substitute varnish and ink which eliminated the potential flavor hazard.

Through transfer test studies, it has become known that synthetic films or coated glassine paper, regardless of processing, are apt to retain and transfer to food their inherent solvent or plasticizer odors. Inks and varnish on the outside of the package can be responsible for odors of oxidizing oil, plasticizer or solvent being transmitted through the wall of a paper carton and into certain foodstuffs. Wax, which should be of food grade, may have an oily odor or a residual solvent odor which can be transferred to food. Any of these odors, present on many paper packages, can transfer to a food product and upset its flavor and make it unacceptable to the consumer.

The basis of the transfer tests is the observed natural phenomenon that some materials have the ability to broadcast their odor and/or flavor to certain receptive materials. For example, fatty or oily materials are particularly receptive to certain odors and flavors; chocolate, butter, mineral oil and wax are good examples of products that readily pick up foreign odors. Bar chocolate will pick up printing ink or papery flavors from wrapping material; butter and mineral oil will pick up rancid odors or flavors; purified paraffin wax picks up oil and residual oxidized solvent odors.

It is indeed fortunate for the worker in flavor that receptive materials are selective as to types of odors and flavors which can be transferred to them. They can

thus become laboratory tools which permit detection and isolation of individual odors and flavors. Many problems would be impossible to solve if it were not for materials with this receptive property. For example, the wrapping material used for packaging a foodstuff may possess a multiplicity of conflicting odors or flavors. So far, the only way to successfully separate and identify their source is through odor and taste transfer testing.

Through much laboratory experimentation, it has been verified that chocolate, butter and mineral oil are the most useful odor-flavor receptive materials. In beginning the study of any packaging material, all three materials or media are used. Their function is to act as collectors of odors and/or flavors, which will be evaluated to determine their source, level of intensity, and general character. In this capacity the media behave much like a sponge absorbing moisture. Given sufficient exposure time, they will collect from the product sample being tested a concentration which will permit threshold, slight moderate or strong levels of odor and/or flavor to be detected and determined.

The method of using these media is similar. Specified quantities, such as a one inch square of chocolate, a quarter inch thick pat of butter and twenty milliliters of mineral oil, together with specimens of the test sample are placed in separate glass dishes. Six inch diameter by one inch depth covered petri dishes have been found convenient and suitable for the chocolate and butter transfer tests. The transfer to mineral oil test can be carried out by using a four inch diameter by five eighths inch depth uncovered petri dish to hold the mineral oil which is in turn placed in a standard covered refrigerator dish.

The sample specimen to be tested for its ability to transfer odor or flavor to chocolate and mineral oil is cut into narrow six inch long strips. These strips are then bent or folded on themselves sufficiently to permit them to stand on edge in the glass dishes. More surface is exposed to air circulation by this technique. Usually four of these strips are placed in the dish holding the square of chocolate. They are placed adjacent to, but out of contact with, the chocolate. In the case of the mineral oil test, four other

strips are placed adjacent to, but out of contact with, the dish of mineral oil in a covered refrigerator dish. In the butter test, the media is placed between two two-inch squares of the test specimen, and the butter sandwich is then placed in a covered petri dish.

Depending upon the nature of the taste-transfer study, media are usually smelled and tasted by a four or five member panel using the profile method at intervals of 24, 48 and 72 hours. Panel members, together with a panel leader, look for and record specific detectable odor and flavor notes such as musty, solventy or oily. Sometimes, as in the case of butter and chocolate, the presence and effect of an added odor or flavor may not be evident in itself, but as an upset in the delicate flavor balance of the media. For example, the normal, highly blended flavor of butter can be thrown out of balance by the addition of sour or rancid odors or flavors. Chocolate can have its normally low level animal note raised to a point where it ceases to be edible. During the entire study, except at the time of examination, the samples are normally kept at 70-75°F in an air-conditioned room or at 40-50°F in a refrigerator. Choice of storage conditions depends mostly on study requirements.

#### Preference control

As part of each testing set-up, the odor and flavor behavior of each medium is followed by a reference control which is a duplicate of the test assembly, with the exception that the test specimen is withheld. Media for these tests are obtained through retail purchase. They are first examined by the panel to ascertain if they are normal in odor and flavor. Particular care is exercised in determining that there are no off-odors or flavors present.

These are the basic taste transfer tests which may be used to assist in determining the presence or absence of transferable odor or flavor notes. They can make several valuable contributions to the industrial production of food packages.

One of their most valuable contributions is in the field of trouble shooting. For this purpose, they can be used to determine whether or not the package is responsible for affecting the flavor of a foodstuff and, if so, in what way and to what degree the package does affect the flavor.

They can be used in quality control for selecting all raw materials and for checking the final food package. They can also serve to guide the formulation of odor and taste transfer specifications.

Odor and taste transfer tests have demonstrated their value many times. By this token they are assured a respected place in the enlarging field of flavor methodology.

VANILLA BEANS



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Pressurized cans capable of dispensing foods like barbecue sauces, catsup, mustard, salad dressing and other products have been perfected by the Continental Can Co., through the technological achievements of its metal research and development department.

Heretofore, because of technical difficulties in pressure dispensing, the range of foods which could be packed in pressurized cans was restricted almost entirely to foamed products, such as whipped cream and dessert toppings.

One basic problem which had to be overcome by Continental was the fact that compressed gases, such as nitrogen, nitrous oxide, argon and carbon dioxide, which are approved as non-toxic, would not produce a spray or stream pattern under previously known pressure-dispensing techniques. Also, with previously available techniques, the gases would not dispense a great enough proportion of the product, leaving in some cases as much as 20% in the can after the pressure had been dissipated.

Continental's experimentation with different gas mixtures, specially designed actuators and valve orifices now makes it possible to pressure dispense both oil-base and water-base foods in either a spray or stream pattern with a minimum of aeration and with residual product at an acceptable minimum.

#### Frank Tea & Spice, Nowland merge

The Frank Tea & Spice Co. and the George H. Nowland Co., of Cincinnati, have consolidated.

All Nowland manufacturing operations will be moved to the Frank plants in Cincinnati.

The Nowland organization will continue to operate as in the past, but as a division of the Frank Tea & Spice Co. and all of the items packed by Nowland will be continued under the same brands.

Nowland employees are being transferred to the Frank organization. The Nowland division will be under the management of Clark Nowland, Jr.

#### Youngsters to meet coffee flavor in promotion for new Flav-R Straw

Youngsters with a yen to taste the grown-ups' coffee flavor will now get a chance—while sipping their milk.

A new coffee flavor is being added to the line of straws offered by Flav-R Straws, Inc., Mount Vernon, N. Y.

Introduction of the new flavor included two dealer promotions and a children's premium promotion.

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# spice developments in India



By DR. P. ABRAHAM

## First of two parts

*Dr. Abraham, who prepared this article apart from any official capacity, was formerly Officer on Special Duty (Spices) Indian Council of Agricultural Research.*

During the last quarter century, the value and importance to India of spices—especially pepper, cardamom, ginger and turmeric—as cash crops and as export commodities, have been steadily on the increase. Realizing this, the Ministry of Food and Agriculture in India constituted a high level committee, known as the Spices Enquiry Committee, to obtain basic information needed for the scientific organization, development, production and marketing of these agricultural products.

The government accepted the recommendations of this committee and made suitable allotments of funds for the establishment of various plans for research, development and marketing of spices in all the regions of India where they were being grown, or could be, and entrusted this work to the Indian Council of Agricultural Research.

### Pepper

Although Southwest India was the original home of the pepper vine and the crop has been in cultivation there from very ancient times, Indian production of pepper has not kept pace with the increase in world demand for the product during the postwar period. India is, therefore, now striving hard to develop her pepper production and trade on a sound scientific basis, to be able to compete successfully with other pepper producing countries of the world.

About 92% of the pepper produced in India comes from the southwestern state of Kerala. Pepper can also be grown in Mysore, Madras, Orissa, Assam and the Andaman and Nicobar Islands to some extent, and further development of pepper production in these states have just begun.

Selection and breeding of superior types and strains, testing of types and selected strains for quality, yield and disease resistance, methods of propagation, devising of manurial and cultural practices and control of diseases and pests of this crop—all these factors will be under investigation at regional research stations.

In order to encourage the development of pepper cultivation, the government of India and the state governments are taking active steps to aid the growers by granting long-term loans, special lease rights, establishment of a chain of nurseries for the supply of planting material of high quality and technical advice on all aspects of pepper production.

The immediate object is to increase the production

of pepper in India by another 40%, bringing it to a total of 36,000 tons in the next five years.

### Cardamom

The true cardamom is one of the most ancient and profitable agricultural products of the mountainous regions of Southwest India. Although Ceylon, the Eastern Archipelago and Java produce some cardamom, even today South India contributes up to 90% of the world's supply.

The area and production of cardamom in India as they stand today are 120,000 acres and 2,250 tons, respectively. A good proportion of the cardamom produced is used in the country itself, especially in North India, and only the surplus is exported.

Export of cardamom from India has not increased very much during the last seven years. It was 875 tons, valued at Rs. 73,23,405, in 1948-49 and 894 tons, valued at Rs. 1,53, 75, 220, in 1954-55. Production has, however, slightly decreased, due to aging of plantations and lack of facilities for expansion of cultivation of the crop on a very large scale.

The price level of cardamom has almost always, except during World War I, remained at a satisfactory level.

Cardamom represents a very valuable money crop for cultivators living in areas where such products are not very numerous, a crop which can be cultivated with comparative ease and has a satisfactory and steady market position.

It was in 1944 that work on the improvement of cardamom cultivation was undertaken for the first time in India by the starting of a research scheme in the state of Madras. The Indian Council of Agricultural Research has now sanctioned two more cardamom research stations, one for Kerala in the Cardamom Hills of Travancore, and the other in the center of the chief cardamom growing districts of Mysore.

Besides tackling local problems affecting each area, these research stations will be conducting varietal and cultural trials for improving the yield and quality of the local cardamom. The manurial requirements of cardamom for each such region is being determined. Rehabilitation of aging and deteriorating cardamom plantations is another problem being tackled. A scheme for the introduction and testing of the true cardamoms of South India in Assam has just now been started.

The work of these research schemes is expected to put the cardamom industry on a sound scientific basis.

**Next month: Ginger, vanilla, tree spices**



## TA steps up testing service

(Continued from page 43)

Before Connecticut started using the Tea Association's service, the purchasing decision was usually based on price. "We simply assumed," says Mr. Magnuson, "that we were also getting the quality—unless, of course, we had complaints from agencies."

When the tea is delivered, the contractor must again provide samples to be tested against the accepted standards. Connecticut's contracts provide that the contractor must supply one sample for each 100,000 teabags, and one sample for each 5,000 pounds of tea.

The purchaser pays for each bid and delivery sample tested at the rate of \$5 each.

The testing service enables the purchaser to reach a quick decision on an order. Frequently, when the testing service is not used, the time lapse between bid and order is so great that the original price changes in the interim. The customer cannot understand why the price has gone up and there is general dissatisfaction and irritation on both sides.

Connecticut buys approximately 1,000,000 teabags and 35,000 to 40,000 lbs. of bulk tea a year. Figured at the rate of \$5.68 per case of tea bags and 63¢ per pound of bulk tea, Connecticut's annual expense for tea alone is roughly \$82,000.

This is a considerable amount of money to spend on a food item whose quality a layman cannot adequately determine.

"With tea," Mr. Magnuson feels, "you really need a specialist's help. Flavor and taste determine tea's acceptability, and the layman cannot differentiate these qualities when confronted by the great variety of teas."

Connecticut has been using the Tea Association's "cupping" service for five years. In that time, they have never had a complaint from an agency or institution.

Mr. Magnuson believes that the mere fact that bidders know their tea is going to be sampled and tested has automatically raised the standard of tea offered to Connecticut.

Only once, in 1954, did a delivery sample fail to come up to a A-2 standard of the bid specimen. The specifications called for 200 tea bags per pound of tea. The Testing Panel found that the weight in each tea bag was short. On investigation, it was discovered that Connecticut had gotten 250 tea bags per pound. Superficially, Connecticut had received more for its money; actually, it had been shortchanged in flavor and quality.

Connecticut buys on a three-month contract basis. In the course of a year's purchasing, the state submits approximately 50 samples to the Tea Association.

One by-product, and an important one, of using the Tea Association's service, says Mr. Magnuson, is that it frees the State's inspectors for other tasks. To check an incoming order to tea is no longer an involved process, consuming time and energy. All that the inspector has to do is send samples of the delivered tea down to the Association; the Panel does the rest.

## Gordon Bowen voted chairman

### of Premium Ad association

The board of directors of the Premium Advertising Association of America, meeting at the Westchester Country Club recently, following the PAAA annual meeting, elected Gordon C. Bowen as chairman of the board and appointed Richard J. McCool to the new position of executive secretary.

The administrative reorganization of the association is part of a program of increased activities and membership services.

Mr. Bowen is president of the Premium Service Co., Inc., New York City, a subsidiary of the Curtis Publishing Co. He has been president of the PAAA for the past four years and a leading figure in the premium field for 20 years.

Mr. McCool was a staff member of the American Association of Advertising Agencies for the past nine years and manager and staff executive in charge of personnel of the 4A's since 1954.

He will have charge of all PAAA administrative and membership service functions, including publication of the association's bulletin service, the Director of Premium Users and other membership services.

The PAAA's main offices and Mr. McCool's headquarters will be at 527 Lexington Avenue, New York 17, N. Y.

The firm of Biderman, Tolk & Associates will continue as the association's public relations counsel, with George Biderman designated as director of public relations.

## Report failure in Jamaica pimento crop

Reports from the pimento farms in the St. Elizabeth area of Jamaica, one of the island's important pimento growing areas, indicate almost a complete failure, because of disease, in the current crop of pimentos, according to Wills O. Isaacs, Minister of Trade and Industry.

"The few grains which have matured on some trees scarcely cover the labor costs to harvest and care for them until they are ready for market," Mr. Isaacs said. "Until recently the crop looked most promising, but the many blossoms gave way to grains which burned off almost as quickly as they were formed."

The government is considering means for spraying trees to control the disease which causes the burning off.

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# San Francisco Samplings

By MARK M. HALL

■ ■ At the time of this writing the market is very dull. With summer vacations on and the generally slow consumption of coffee, green coffee prices are acting in sympathy with the season. There is a feeling that in spite of buying by the Colombian Federation, devaluation, and efforts to sustain prices, weakness will continue. However, there is always the chance that with the Central American crop movement some months off there could be a little strengthening in the meantime, during the latter part of August and September.

Total coffee shipped to the Pacific Coast for January through July 17th of this year shows a decrease of 240,364 bags over last year. Colombia alone for the period shows a drop of 111,207 bags, Brazil a loss of 86,876 bags, and only the Central American countries show an increase.

The question arises as to what good it does to withhold coffee for higher prices when the market is being lost because of price. However, it may be that Colombia is just trying to maintain an orderly decline. In spite of the fact that the Pacific Coast is the fastest growing region in the United States, it shows a decline in coffee consumption.

The future of Brazils, pricewise, is threatened by the increased size of the crop as reported both by the U. S. Department of Agriculture and by Brazil, especially from Sao Paulo. Export of Brazils to the United States have been declining this year in comparison with last. However, Brazil will soon have good coffee to sell and the trend may at least be halted. Much of the carryover is coffee that is too poor to sell. Brazilian supports are

not expected to have much effect beyond adding just a little strength to a weak market.

■ ■ San Francisco concerns are petitioning the Southern Pacific Railroad to bring rates from the south Pacific Coast states—which means California to Chicago—down to a more competitive level with shipments from New York to Chicago. The original rates were 44 cents per CWT from New York to Chicago and 88 cents from San Francisco to Chicago. With a proposed increase to \$1.86 for the San Francisco—Chicago rate, and 89 cents for the New York—Chicago rate, increased differential puts San Francisco roasters at a much greater disadvantage. It is not the size of the increased rate that is the complaint, but the differential, and the consequent shipping disadvantage. They fear that it could cut off some of the Mid-western market.

■ ■ Carlos B. Lastreto died July 3rd at the age of 90. Thus passed one of the real old timers in the coffee industry, a man who for 50 years was active in the import of coffee in San Francisco and was unanimously granted an honorary membership in the Pacific Coast Coffee Association in 1932.

At one time he was president of the Green Coffee Association and had a part in the organization of PCCA.

Carlos B. Lastreto had a varied career. He began life as an English teacher in San Francisco, later became a wine salesman in South America, was an expert pistol shot, and fought bandits on lonely trails in those countries. Returning to this country he entered the green coffee business.

He fought for mosquito abatement in San Mateo County, against the

pollution of bay waters to protect the sea gulls, and worked with the Boy Scouts. Besides these activities, he had a lifelong interest in Science, was an active member of the Commonwealth Club, and was familiar to coffee men of a later generation at numerous meetings.

Mr. Lastreto had a zest for life. His activities lasted well beyond the years that the average man remains in business. Most of his interest and work was in serving other causes than those for personal gain.

■ ■ Lawrence Williams, manager of Naumann, Gepp & Co.'s Parana office was a visitor on the Pacific Coast recently, and while in San Francisco made his headquarters at the Weldon H. Emigh Co., their representatives.

Mr. Williams was the guest of honor at a luncheon held at the Merchants Exchange Building at which a group from the coffee trade, green and roast, as well as representatives from steamship companies, were in attendance. Cocktails and lunch were served, and Mr. Williams addressed the group.

While on the Pacific Coast Mr. Williams visited Los Angeles and Vancouver, B.C. He then proceeded to New Orleans and New York, before returning to his home in Santos, Brazil.

■ ■ The Moore-McCormack Lines gave its annual cocktail, dinner and theatre party for the coffee trade here. The play was "My Fair Lady," at the San Francisco Opera House. The cocktail party and dinner was held at the Clift Hotel.

■ ■ Vernon Aldrich, formerly with the Bunge Corp. has become associated with Fred W. Ruhland in the C. G. Cambron Co. One of the concerns they represent is the Carl Borchsenius Co., Inc., of New York City.

■ ■ Carl Corey, of Standard Brands, spent some time here on his vacation from his office in New York. It gave him a chance to renew his friendships with the Standard boys locally and to

(Continued on page 62)

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# New York News

■ ■ Workmen are busy completing the new Coffee Exchange building at 79 Pine Street, and it is expected to be ready in the fall.

J. Aron & Co., Inc., are leasing the entire sixth floor, consisting of 9,700 square feet. The green coffee importers have been located at 91 Wall Street for many decades.

Joseph T. Mirtl, vice president of Wm. A. White & Sons, managing and renting agents, handled the transaction.

Other companies allied to coffee which will be in the new building include George Gordon Paton, an office of Merrill Lynch, Pierce, Fenner & Beane, and Transportadora Gran Colombiana.

■ ■ A tall, lean, grey-haired coffee man last month quietly marked a unique anniversary—his 60th year on Front Street.

On August 16th, 1897, Albert H. Hartell became an office boy for a green coffee broker—and he has been in coffee ever since, most of that time on Front Street.

Mr. Hartell, who is now with S. A. Schonbrunn & Co., suspects he might now be the coffee man with the longest service on the Street—among those still in full harness and on the job every day.

Mr. Hartell spent eight years in the green end with that broker, Arnold Schramm, with whom he started. He then joined Acker, Merrill & Condit, retail grocers, as coffee buyer for their roasting department. He was 24—which probably made him the youngest coffee buyer on the Street.

After five years he went to Jaburg Bros., a house which sold coffee, among other things, to restaurants. There he was buyer of coffee and tea.

Three years later he took the same post at Austin, Nichols & Co., wholesale grocers, where he remained for 17 years.

In 1927 he became coffee buyer for Thomas J. Lipton, Inc., which was then in the coffee business.

Three years later he went into green coffee brokerage on his own. While conducting his own business, he established

the green coffee department for Schrafft's, and after several years went into their employ as coffee buyer.

In 1934 he joined the Continental Can Co., and did research on coffee for them at the Mellon Institute in Pittsburgh. This continued for three years.

After an interval in the Midwest, Mr. Hartell returned to New York, and for the past 17 years he has been with Schonbrunn, doing coffee tasting and assisting in green coffee buying.

What are some of the big changes from those early decades to today?

"In those days coffee firms were not as careful about cup quality in their selections as they are today," Mr. Hartell comments. "Coffee was then judged mainly on its appearance in the green state."

Another big change, Mr. Hartell states, is packaging. Then the roaster sold his coffee mostly in bulk. Today it's mostly in cans or bags.

Mr. Hartell has something else which makes him unusual, especially in New York City. He was born here, on 12th Street, on December 18th, 1881. He is, in other words, a native New Yorker.

■ ■ Clarence Abbot Fairchild, a retired coffee broker, died recently after a long illness. He was 85.

A former partner in the firm of Francis N. Saunders & Co., commission agents for Brazilian coffee shippers, Mr. Fairchild organized his own firm, C. A. Fairchild & Co., in 1911.

The company was dissolved when he retired in 1926.

He was a distant relative of Kenneth H. Fairchild, of Fairchild & Bolte, well known Front Street brokers.

■ ■ John Heuman has been named chairman of the coffee and tea division in the Sister Elizabeth Kenny Foundation fund appeal.

■ ■ The National Coffee Association ain't where it used to be. It's still in the same building, 120 Wall Street, but on the 14th floor instead of the 7th.

■ ■ James L. Patterson, sales engineer for Jabez Burns & Sons, Inc., talked to the Yonkers, N. Y., Kiwanis Club on coffee last month. He touched on the history of coffee, its agriculture, its economic importance to the U. S., and its processing.

Following his talk, Coffee Brewing Institute gift packages—containing coffee literature and a standard coffee measure—were distributed.

■ ■ The Columbus Line is now in full service between the East Coast of South America and U. S. and Canadian ports.

Walter A. Nielsen, vice president of the line, reports that five ships are making regular coffee runs between Paranagua, Santos and Rio de Janeiro and New York and Montreal.

The Glaessel Shipping Corp., New York City, is the general agent for North America and Kerr Steamship Co., Ltd., Montreal, is the Canadian agent.

■ ■ Elected to membership in the Green Coffee Association of New York City, Inc., was A. J. Murray & Co., custom house brokers in coffee and tea.

The firm was established over 50 years ago and is now headed by R. S. Murray and Vincent Baldassana, partners. The two men have a total of 80 years of experience in the fields between them. Both are well-known in the trade.

The firm is also a member of the Tea Association of the U.S.A.

■ ■ Up for membership in the Green Coffee Association of New York City, Inc., is Adam F. Rymshaw, shipper's agent.

Mr. Rymshaw started his coffee career with W. J. Donohue & Co., over 20 years ago. From Donohue, he went to Charleston, S.C., to manage the Carolina Coffee Co. plant.

After a spell in the service during World War II, Mr. Rymshaw joined the firm of J. I. D'Alta & Co., Maracaibo, Venezuela, as their representative.

Mr. Rymshaw has now opened his own office. He specializes in Venezuelan and African coffees.

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# New Orleans Notes

By W. McKENNON

■ ■ Funeral services were held here early last month for Jules E. Cathalongne, retired coffee broker. Services were at the Tharp-Sontheimer-Tharp funeral home, followed by burial in Greenwood Cemetery.

Mr. Cathalongne, 67, a native of New Orleans, entered the coffee trade in 1906 with the M. Levy & Son Co. He later became manager of the firm's New Orleans office.

He was associated with T. J. Feibleman & Co., Inc., and was manager of the William Russell Co.

Mr. Cathalongne was a founder of the Green Coffee Association of New Orleans and served as a director. He was a director of the New Orleans Board of Trade. After retiring in 1952, he became an honorary director of both organizations.

He is survived by his wife, the former Helen Elizabeth Hustedt; a daughter, Mrs. I. B. Robertson; two sisters, Mrs. Celine Duplantier and Mrs. Alice Abernethy, of Spartanburg, S. C., and three grandchildren. z

■ ■ Lucien Seemann has returned from an extended trip to South America on business for the Mississippi Shipping Co.

■ ■ Funeral services for Leon Israel, Sr., who died at his farm at Gladstone, N. J., were held here, with burial in Metairie Cemetery. Mr. Israel was a native of Clinton, Iowa and moved to New York in 1901 but continued active in his business at 300 Magazine.

■ ■ Solon B. Turman, president of the Lykes Bros. Steamship Co., Inc., was elected chairman of the Committee of American Steamship lines at a meeting in Hot Springs, Va.

Mr. Turman, who last month was named Louisiana's "Maritime Man of the Year" by the New Orleans Propeller Club, has been active in the shipping industry for nearly four decades.

Lewis A. Lapham, president of Grace Line of New York, was elected vice chairman of the group, made up of 14 American-flag steamship lines operating more than 300 ships in world trade under operating differential subsidy warrants with the U. S. government.

■ ■ The Douglas Public Service Corp. was presented with a silver anniversary plaque by C. J. Kelly of Indianapolis, the Mayflower Transit Co.'s assistant sales manager. The presentation

marked a 25-year affiliation between Douglas and Mayflower. Douglas has operated in New Orleans since 1870.

■ ■ J. H. Carmichael, a vice president of the Chamber of Commerce of the United States, presented a charter member certificate to the New Orleans Board of Trade, Limited. The presentation was accepted by the Board of Trade president, Albert Hanemann, of Hanemann and Cummings, at a luncheon at the Grand Ball Room of the Roosevelt Hotel.

■ ■ Lawrence Williams, of Casa Exportadora Nauman, Gepp, S. A., Parana, and Basil Naumann of Naumann, Gepp and Co., New York City, were in New Orleans on business for several days recently.

■ ■ Mr. and Mrs. W. B. Burkenroad, Jr., and Mr. and Mrs. Alan V. Bories and family are spending part of their vacations at Burkedale in Pass Christian. Mr. Burkenroad and Mr. Bories are associated with J. Aron & Co., Inc.

■ ■ Local business contacts report that the Nueces Coffee Co. in Corpus Christi, Texas, will move into their new roasting plant in the near future.

■ ■ RT Coffee is being promoted by the Wm. B. Reily Co. here through direct mailing of a 25¢ coupon. The customer takes the coupon to her favorite grocery store and receives a pound of RT coffee for 25¢ less than the regular retail price.

■ ■ Blue Plate Foods, Inc., advertised a new promotion of CDM Coffee and Chicory in the canister can in the local papers. The ad read: "Find this CDM Coffee Canister with \$1,000 inside! Hidden somewhere in New Orleans but not in any store. More clues on WDSU radio and TV." The ad states the \$1,000 CDM Coffee Canister has been hidden with the safety of searchers in mind. It is not in a danger area. The \$1,000 CDM Coffee Canister was hidden personally by "Mr. X—well-known citizen of New Orleans." When the Treasure Hunt is over, Mr. X's true identity will be made public.

## Chicago

By HARRY T. LANE

■ ■ The Continental Coffee Co., and the Thomas J. Webb Co., a Continental subsidiary, are in their new plant at 2550 North Clybourn Avenue,

where they have a modern coffee roasting and food specialty factory.

■ ■ The New York Port of Authority has moved into its new quarters in the new Prudential Building, at Michigan Avenue and Randolph Street, where they have offices on the 34th floor of the building. David Howland is manager and Bernard L. Miller is assistant manager.

■ ■ T. L. Raith has been appointed Chicago representative of Otis McAllister, leading coffee importers.

■ ■ L. L. Green has been named control officer of the Hazel Atlas Division of the Continental Can Co. He was treasurer and controller of the White Cap Co., another Continental subsidiary.

■ ■ J. H. Kaylor has been named manager of the manufacturing, engineering, and John S. Raleigh manager of sales and promotion planning for the Hazel Atlas Division. Their headquarters will be in Wheeling, where the main plant is located. H. G. Lewis is vice president in charge of the Hazel Atlas Division of the Continental Can Co.

■ ■ Bill Treadwell, well known to the tea trade, has been named a vice president of the Leo Burnet Co. He has been in charge of public relations for the company.

■ ■ Earl Cohn, Superior Tea and Coffee Co., has returned from a series of business conferences in Dayton, Ohio.

## San Francisco samplings

(Continued from page 59)

stroll down California and Front, where he found some of his old coffee friends milling about.

■ ■ Regarding the traveling Johnsons, Mr. and Mrs. Ed Johnson, Sr., after returning from Brazil, lost no time in boarding a plane for New York. That was just last month. Also, Ed Jr. flew to Honolulu to visit their new account, the Captain Cooke Coffee Co.

■ ■ According to Joe Hooper, who is a member of the Society of California Pioneers and is something of an amateur historian himself, a reception was given by the Society last month to members of firms who have been in business in San Francisco for the last 100 years. Among the coffee concerns honored were Folger's, Wellman's, Haas Bros., and Parrot's.

■ ■ The Western States Tea Association was addressed last month by Mr. Arwah, consulate of Indonesia, a new comer to this country.

■ ■ Vern Harkness, advertising man-

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### Coffee

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ager of Schilling's since 1933 and an old timer in the business in this city, retired recently. He had been a member of the Senior Zoard of McCormick's for the last few years.

■ ■ George Bardet and E. C. Lloyd had a yen to go to a nice quiet eating place with atmosphere, where they could get away from the noise and aroma of the coffee trade, relax and enjoy themselves. So they went to Fisherman's Wharf, picked out the restaurant with the most agreeable smell of fish and went hopefully in. To their astonishment, who should be there to destroy their dreams of quiet but a contingent of green coffee men entertaining Carl Corey, who was visiting San Francisco. Among them were Beck Howe and Vern Aldrich. See them for further details.

■ ■ John Cagnetta says the boys are so busy at M.J.B. selling coffee, rice and tea that they have no time to create news—or anything else.

■ ■ The elite in the world of art, music, industry and statesmanship attends the Bohemian Grove High Jinks every year. Harry Maxwell, a member of the Monastery Camp at the grove, will be one of those to entertain the Italian Ambassador, Mannio Bresio, and Consul General Pierlingi Alvera, who are assigned to his camp. Members include Herbert Hoover, Vice President Nixon, many artists and leaders of the bay region.

■ ■ The Grace Line has taken on two new steamers to increase the service down the Pacific Coast. They are the Santa Malta and the Santa Victoria.

■ ■ The new Los Angeles plant of Folger's has begun roasting coffee. There were some difficulties in getting started, but their problems have

cleared up, according to executive assistant Bill Budge.

■ ■ Mrs. Robert F. Sowell presented her husband, the advertising manager at Folger's, with twins last month. Jennifer and Susan are doing well.

■ ■ T. F. Bagot, of Bushell's, Ltd., of Sydney, Australia, was a recent visitor at Folger's. The firm is said to be one of the largest in that country and was founded the same year, 1890, that Folgers was incorporated.

■ ■ Jack Leach, western representative of the Coffee Brewing Institute, tells us that Lingle Bros., of Los Angeles arranged a demonstration at the Statler Hotel for all their employees, both from their Los Angeles and their Long Beach plants. "The Magic Cup" was also shown, and afterward a dinner followed at the hotel.

Jack spent a part of July in Colorado, Wyoming and Montana calling on restaurants, caterers and stewards, primarily for the purpose of getting acquainted with the territory.

## Southern California

By VICTOR J. CAIN

■ ■ Mr. and Mrs. Tom Halpin, of Certified Grocers of California, Ltd., spent their vacation driving up through the Pacific Northwest, stopping off in Vancouver and Seattle for several days. On their return, Tom stopped in San Francisco, to call on his many friends in the coffee trade.

■ ■ Bob Bappert and Jack Leach, of the Coffee Brewing Institute, staged a brewing demonstration in Los Angeles. Their audience was made up of a group of about 200 members of the Southern California Catering Execu-

tives Association. The brewing demonstration was well presented, and was followed by an interesting period of discussion, during which questions were answered.

Judging from the comments by the catering executives, they hadn't sampled such good coffee for a long time.

The event was sponsored by the local roasting companies which serve the institutional trade.

■ ■ Bill Rowe, recently retired as coffee buyer for S. & W. Fine Foods, came to Los Angeles to call on the coffee roasters as West Coast representative for Pennsdale, Inc., an instant coffee trade processing firm. He was accompanied by Mr. Selby, from the home office in Lansdale, Pa.

■ ■ The coffee trade was deeply sorry to hear of the passing of Mrs. Elizabeth Arnold. She was the wife of Mr. Jack Arnold, manager of the Huggins-Young Coffee Co.

■ ■ Mr. and Mrs. Bob Manning, of the Manning's Coffee Co., San Francisco, came to Los Angeles for a few days. While enjoying the usually good Southern California weather, they were hosted by Mr. and Mrs. Don Harvey.

■ ■ Jack Berard, vice president of Otis McAllister, San Francisco, came to Los Angeles to call on the coffee roasters here.

■ ■ The coffee trade was shocked to hear of the serious auto accident in which Lennie White's daughter suffered severe injuries. Lennie White is associated with his father in running the business affairs of the Huggins-Young Coffee Co. We all wish a quick recovery for the girl.

■ ■ Bill Morton, of W. J. Morton, Inc., went to San Francisco last month to call on the coffee trade.

## Kenya's tea industry

(Continued from page 51)

factories. The leaf is subjected to a process of withering to extract moisture, rolling to break up the corpuscles of the leaf and to help fermentation, and then fired. It is packed in plywood chests for export or sent to the Central Packing Factory, Kericho, where it is blended for supply to consumers in East Africa.

The Kenya government scheme to help the African plant tea as a cash crop was started about 1951 as an experiment in the Central Province, but its development was curtailed by the emergency.

Now the scheme is well in its stride under the guidance of a board consisting of advisory members from the Kenya European tea industry, African representatives of the growing areas and government staff.

The acreage grown is restricted to the capabilities of individual African farmers, who are assisted by the field staff of the Department of Agriculture. There are three separate growing areas—and the tea is, for the most part grown on individual holdings. All future plantings will be on this

basis. The tea nurseries contain sufficient planting material for a total of 400 acres this year and 412 acres in 1958.

The tea factory at Nyeri is nearing completion. It is to this factory that the African-grown tea will go from central collecting points set up at strategic places throughout the districts. Much of the success of the scheme will depend on the speedy delivery of the leaf, which withers quickly. The factory will contain the necessary machinery eventually to manufacture a million pounds of made tea a year.

Tea is also being planted by African farmers in the Kimulot Settlement Scheme near Kericho. Land was made available to the Kipsigis tribe some years ago as a settlement scheme under the African Land Development Board. Each farm was to have a block of tea. Planting was begun this year and by about mid-May, 106 farms had been planted. To begin with, each farmer has been allocated a third of an acre of tea. This acreage will be increased as the farmers progress.

Tea is also being planted this year in the Kisii Highlands which has a potential tea area of 20,000 acres.

The quality of Kenya tea is high although it has not yet reached the same standing as the older tea-growing countries of India and Ceylon. Its prospects are excellent.

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